35 Cents

30th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 29, 1961

The program seeds top agency men would plant in television's garden 19

The juggling act is almost over as network tv spot clients find new reps 32

Now No. 2 in population, growing Los Angeles aims at first place 53

Capital Cities buys WKBW-AM-TV Buffalo for $14 million 34

COMPLETE INDEX PAGE 7

ZOOMING OUT OF THE SKIES... A NEW BREED OF HEROES IN...

ZIV-UA's sensational new series . . .

RIPCORD

Dramatic stories of MEN WHO PLUNGE THOUSANDS OF FEET IN FREE FALL . . . TO LAND "ON TARGET" ANYWHERE . . . READY FOR ACTION!

FOR US, THE SKY ISN'T THE LIMIT . . . IT'S ONLY THE BEGINNING!

United Artists

ZIV

starring
LARRY PENNELL
with KEN CURTIS

Together, they go where no one else dares go . . . help when no one else can help.

HEAR YE! HEAR YE!

AGAIN EMERGING TRIUMPHANT

C.R.C.

ANNOUNCES THE MOST USEFUL AND MOST ECONOMICAL INNOVATION EVER TO STIR THE IMAGINATION OF THE MOST MUNDANE AMONGST YOU.

FREQUENCY I. D.'s

NOT ONE, NOT TWO, BUT TEN (count 'em, 10) BRIGHT, BREEZY FREQUENCY IDENTIFICATION JINGLES . . . COMPLETELY CUSTOMIZED FOR YOUR FREQUENCY!

BELIEVE US . . . YOU WON'T BELIEVE THE PRICE!

COME ONE! COME ALL!

SEND THIS DAY FOR FREE DEMONSTRATION TAPE. NO SALESMAN WILL CALL. THIS IS A SPECIAL OFFER LIMITED TO RADIO STATIONS ONLY, AND/OR FAITHFUL READERS OF THIS ADVERTISEMENT.

EXCLUSIVE! ONLY ONE (1) STATION TO A MARKET

WRITE, WIRE OR CALL THIS DAY

COMMERCIAL RECORDING CORP.

BOX 6726 • DALLAS 19, TEXAS • RI 8-8004

buy St. Louis `a la card*

***KTVI RATE CARD**

...your lowest
"wampum"
per thousand
TV buy in
St. Louis

Represented nationally by BLAIR-TV

KTVI 2 abc
CHANNEL
ST. LOUIS

Get the LION'S share...

...of the Dallas - Ft.Worth market with Channel 4

KRLD-TV reaches more homes in the great Dallas - Ft. Worth market than any other station.

The March 19, 1961, Nielson Station Index shows KRLD-TV's average number of homes reached per quarter-hour in the six summarized time periods to be 42.2% greater than Station B, 55.4% greater than Station C and 183.3% greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Worst of the worst

Senate Juvenile Delinquency Subcommittee is actively considering preparation of "horror" film for showing at hearings next month (see story page 52). Segments showing crime, violence and brutality would be clipped from popular western and private-eye tv shows and spliced together in one gamy 16 mm reel. Subcommittee, whose staff has been monitoring tv shows for months, has asked networks and Washington, D. C., stations for certain films for culling. At least one station has already delivered.

H-B Camel coup

Huntley-Brinkley 6:45 p.m. news on NBC has won new long-time sponsor at premium rates as reward for its public acceptance. Effective July 1, Camel cigarettes (through Wm. Esty) will alternate sponsorship with Texaco (through Cunningham & Walsh) under 65 week contract with three-year renewal options. Whereas program has delivered between $6-$7 million under sponsorship for time and talent, new annual return, shared by two sponsors, will yield at premium rates about $12 million.

AT&T rate cut?

Pressures are being exerted at FCC to reduce AT&T's long lines rates. It's estimated that 1% reduction could amount to about $100 million. FCC has had matter before it for about year when AT&T earnings were pushing 8% but recession cut in on return, reflecting general economy and thus slowed down FCC's consideration. Also to be considered is possible chain reaction of interstate reduction on intrastate rates, which generally are higher.

CBS rate revision

CBS-TV officials have made "adjustments" in new station-compensation plan but roundly deny reports that they're backing away from new plan. Instead of straight 30% of station rate on all but first free hours, new system pays 10% up to certain point (about three-fifths of total commercial orders) and 60% on everything cleared above that (BROADCASTING, May 8). Example of "adjustments": Take station ordered by one alternate-week sponsor of weekly series but not by the other. As first drawn, new plan would pay for these alternate-week commercial periods at 10 or 60% rate according to level at which they occurred. As revised, station will be paid for such periods on straight 30% basis. Revised contracts will start going within few days to stations with approaching renewal dates and also will supersede 10-60 formula contracts already signed.

Time for a quick look

NAB administration has yielded to request of some board members for chance to study bulky plan to reorganize association. Agenda for June 14-16 board meetings has been changed to provide combined board session June 14, at which plan will be scanned. Original schedule specified combined board session on final day. Simplified, functional organization is planned, with reduction in size of board as well as committees. More efficiency in handling major legislative and regulatory crises is sought.

Proof of performance

What looks like first major departure from affidavit system of certifying broadcast proof of performance will be launched shortly by Young & Rubicam. Agency has retained Broadcast Advertisers reports, monitoring service, to doublecheck station performance of all commercials, spot or network, placed by Y&R. Move thus goes far beyond policing of recently announced contract, negotiated by Y&R with NBC on behalf of Gulf, which permits Gulf to drop stations that triple-spot around its weekly show (BROADCASTING, May 22).

Public affairs booming

Public affairs programs, which have gone begging for years, are getting new attention from syndicators seeking acceptable formats for sale to tv stations in anticipation of new demand. And networks, it's reported, are meeting less resistance from affiliates on clearance of public affairs programs, with advertiser-agency interest likewise showing improvement.

Overseas market boom

Growth of overseas tv market to be documented shortly in report showing that over past four years income from foreign sales of U. S. tv film and taped shows has about doubled each year. Television Program Export Assn., which is assembling data for report, believes future is even more optimistic, with foreign countries relaxing restrictions on U. S. tv films. Japan recently liberalized its requirements on films coming in from outside producers-distributors.

Leave it to Newt

Parent-teacher and other militant civic and improvement groups have new champion. Group leaders are urging members to write complaints about radio-tv directly to FCC Chairman Newton N. Minow instead of to congressional representatives as they advised in past.

Number of stations which carried anti-wasteland editorials and therefore offered FCC Chairman Newton N. Minow time for rebuttal were advised by chairman that (1) he commended their editorializing; (2) his speech had received considerable exposure; (3) he was pre-occupied with appearances before Congress and commission business and therefore would not avail himself of rebuttal opportunity; (4) he was grateful to stations for offers of time.

Truman series

David Susskind, Talent Assoc., New York, has been talking to former president Harry S. Truman about possibility of doing tv series based on his career. Details not worked out yet, but in general form proposition is looked on with favor by Mr. Truman.

Schaefer seeks Mets

Schaefer Brewing Co. is leading contender among several beer and cigarette advertisers vying for broadcast rights to next season's games of New York Mets, new National League baseball club. As yet radio and tv stations haven't been chosen. WNEW-TV and WOR-TV said to be strong possibilities for telecasts, with WINS, WMCA and WMGM all figuring in radio picture. Schaefer was last sponsor of Brooklyn Dodger baseball games, before team moved to Los Angeles. Paradoxically, Dodgers today are only team among 18 in major leagues without beer sponsor.

New production firm

Look for announcement this week of resignation of two CBS news experts who will jointly announce formation of new tv production company in New York. They are Ira G. de Lumen, manager of programs and special projects, CBS-TV, who joined network in 1941, and Richard Rector, director of operations, CBS News, who started at CBS in 1952.

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Unanimity in Eastern Iowa

or

Let Joy be Unrestrained

A station may have various reasons for not talking about ratings. The most obvious one: someone else shows up better. The most obscure one: consideration for the well-being of mankind in general and time buyers in particular. An in-between one (kind of unbelievable, but less un- than the one above): a ho-hum-we-done-it-again attitude. Another in-between one: awareness that the subject is not exactly a new one for trade magazine advertisements.

In the case of WMT-TV the most obvious reason has *never* applied. As for the others, we'll let you choose the reason for our past restraint—as we cast restraint aside.

The Cedar Rapids-Waterloo* ARB for Feb. 16-Mar. 15 shows WMT-TV number one in *all* time periods from sign-on to sign-off, Sunday through Saturday. Not to be outdone, the Nielsen Station Index for Cedar Rapids-Waterloo* (Feb. 20-Mar. 19) shows WMT-TV number one in *all* time periods from sign-on to sign-off, Sunday through Saturday.

Of the 20 top-rated shows (high 48.5, low 34.5) ARB gives us 17, NSI (high 45.4, low 33.7) gives us 16.

Of the 10 top-rated syndicated film shows (high 33.5, low 17.5) ARB gives us 9. NSI (high 33.7, low 19.3) agrees.

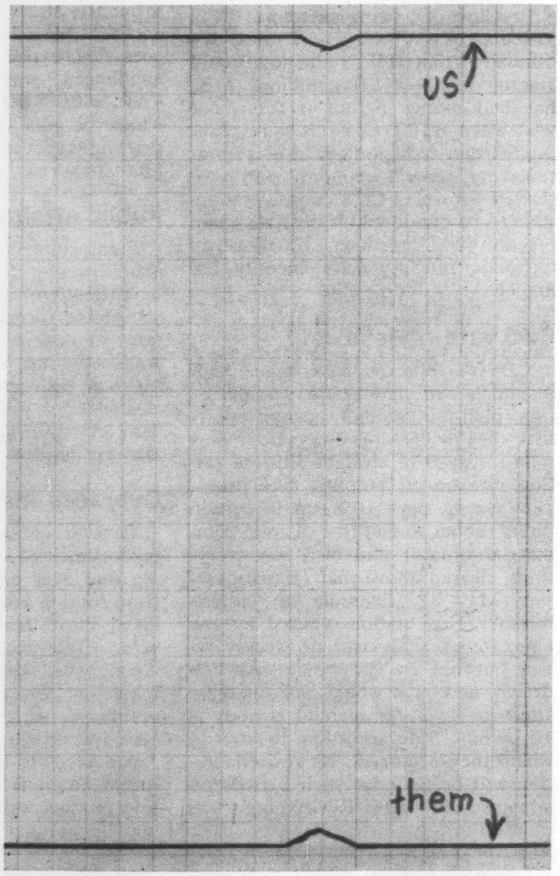
Of the 10 top-rated daytime shows (high 25, low 17) ARB gives us 10. NSI (high 29.6, low 19.5) also gives us a clean sweep.

Of 483 quarter-hours measured, ARB awards us 362 firsts (75%). NSI measured 471 segments, gives us 357½ (76%).

Of the top 40 shows ranked on the basis of homes reached, ARB (high 120,000, low 61,000) gives WMT-TV 33. NSI (high 108,100, low 69,950) agrees.

Isn't this monotonous?

WMT-TV • Cedar Rapids-Waterloo
CBS TV for Eastern Iowa.
Represented by the Katz Agency.
Affiliated with WMT Radio;
KWMT Fort Dodge; WEBC Duluth.



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*Central area embraces counties of Linn (Cedar Rapids); Black Hawk (Waterloo); and contiguous counties Buchanan and Benton. The Eastern Iowa area, dominated by WMT-TV, includes Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest population centers. This market constitutes 60% of Iowa's population and purchasing power.

WEEK IN BRIEF

Whatever the "vast wasteland" created by television, there's a simple reclaiming formula available, according to a panel of top agency people asked for views on this matter. Their thoughts are enlightening. See . . .

AGENCIES CULTIVATE TV GARDEN . . . 19

Baseball has one thing television hasn't—minor leagues where talent can be developed, according to Henry Schachte, of Lever Bros. He favors development of a reservoir of talent and creative people. See . . .

TV LACKS MINOR LEAGUES . . . 21

A major juggling process is about complete—the separation of station clients from the national representative operations of the major networks under FCC order. This follows a 10-year campaign by reps. See . . .

NETS OUT OF TV SPOT . . . 32

That glamorous West Coast metropolis, Los Angeles, is second in U. S. population and in now shooting for first. A depth study of the vast market, with some new tips on how to reach its high-buying people. See . . .

WILL LOS ANGELES BE FIRST? . . . 53

Want to buy a station? You'll have to pay up. Capital Cities wanted WKBW-AM-TV Buffalo for its group and has signed a $14 million cash deal. KOCO-TV Enid-Oklahoma City goes for $3 million to local group. See

WKBW SOLD FOR $14 MILLION . . . 34

If it's tough to buy a station, it's sometimes even tougher to hang on to one. WLOF-TV Orlando, Fla., is involved in FCC hearing dealing with charges of ex parte contacts made while an applicant. See . . .

WLOF-TV ANSWERS CHARGES . . . 48

There are two approaches to automation—management wants it without making public wards out of displaced employes; employes don't want to be jobless. Now an automation firm and union have a solution. See . . .

AUTOMATION TRIAL GROUND . . . 37

The national political debates may spawn state and local offspring. Dr. Frank Stanton, CBS president, citing success of the 1960 debates, asks Sec. 315 suspension for three more years for local debates. See . . .

STATE AND LOCAL DEBATES . . . 41

The memory lingers on but there's little substance left in the plan to give the FCC's chairman more power. New bill to replace White House-sponsored "Plan No. 2" introduced in the House by Chairman Oren Harris. See . . .

ALL OVER BUT SHOUTING . . . 44

They've got this electronic gadget business lined up for a new use—a souped-up super, super spy and intelligence system of fantastic intricacy. It will do most everything except mix your drink, or drink it. See . . .

NEW SUPER-SPY SYSTEM . . . 78

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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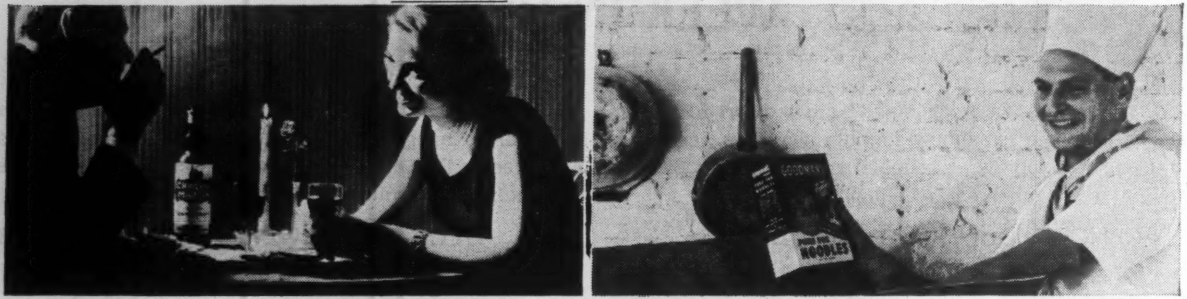
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)



START WHERE THE SELLING IS EASY

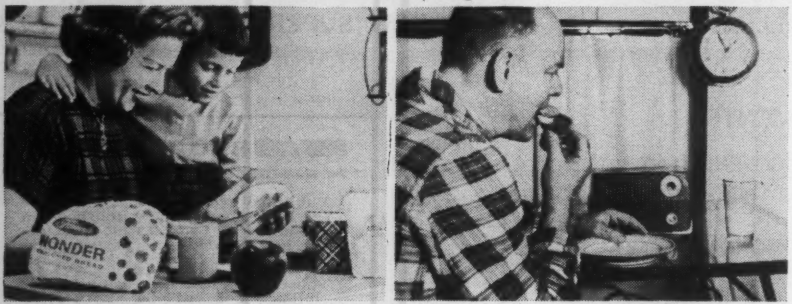
(easier because the N.Y. market is bigger than the next 3 combined)

START WITH WINSland

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)



No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

Testimony conflicts on Orlando Ch. 9

COLEE DENIES HE SAID 1957 DECISION WAS 'IN BAG'

Two principals in Orlando ch. 9 proceeding gave sharply different versions of face-to-face talks between them as FCC hearing into *ex parte* phase of case continued Friday (May 25) (see earlier story, page 48).

Donn Colee, former vice president of winning applicant Mid-Florida Tv Inc. and manager of its WLOF-TV Orlando, categorically denied that he stated "decision was in the bag" prior to grant or that "these things are gotten through politics." William Murrell Jr., secretary-treasurer of losing applicant WORZ Inc., testified that Mr. Colee made both statements to him in two separate meetings.

Most of questioning centered around whether Mid-Florida had any advance knowledge that it was to receive grant and around admitted animosity between Mr. Colee and Murrell family.

"He's [Murrell] not telling the truth," Mr. Colee charged. Mr. Colee is general manager of WTTG (TV) Washington at present time. He also was questioned at length about news release, given to *Orlando Sentinel-Star,* announcing Mid-Florida had received grant.

Mr. Colee maintained he first learned of grant from newspaper on day it was made, June 7, 1957, and that release was written that day. Commission counsel James Brennan said release was dated April 25, 1957, with written notation, "Hold for decision by FCC," placed on document by newspaper.

Paul Dobin, counsel for Mid-Florida took stand briefly to answer Examiner James D. Cunningham's questions about October 1955 meeting in Washington among Mid-Florida principals and counsel (see page 48). Mr. Dobin said that Orlando attorney William Dial, who has admitted *ex parte* contacts with former FCC Commissioner Richard A. Mack, did not disclose to him Dial-Mack friendship until after it was revealed by House Legislative Oversight Subcommittee.

New western?

Among letters to FCC Chairman Newton Minow reacting to his May 9 NAB speech was this: Writer complained he couldn't find television program called *Vast Wasteland* to which Mr. Minow referred and asked guidance as to its scheduling and network. Letter was one of nearly 3,000 now being analyzed by college students in Washington, D. C., area (BROADCASTING, May 22).

Hill testimony was first knowledge he had that Mr. Dial had written, visited and telephoned Mr. Mack, Mr. Dobin stated.

Hearing will resume this Thursday (June 1).

D. C. law firms, Segal, Scharfeld & Baron merge

Merging of Washington law firms of Paul M. Segal and Scharfeld & Baron, both specializing in communications, was announced Friday (May 26), effective immediately.

Combined firm later will occupy office at 816 Connecticut Ave., N.W., where Segal firm now is quartered (Telephone Sterling 3-1400). Scharfeld firm, now located in National Press Building (Telephone Sterling 3-4115), comprises Arthur W. Scharfeld, Theodor Baron and Arthur Stambler. Bernhard G. Bechhoefer, formerly with State Dept., is counsel. Associated with Mr. Segal is Robert B. Jacobi, who recently joined firm after three years at FCC.

Both Messrs. Segal and Scharfeld are pioneers in communications and administrative practice. They were with Federal Radio Commission in 1929 in formative days of communications law. Messrs. Baron and Stambler also have served tenures in FCC legal department.

EIA board to issue factbook on fm stereo

Electronic Industries Assn.'s board of directors Friday approved publication of factbook on stereo fm, which will be distributed to set dealers and fm stations. Stations can obtain booklets at cost to distribute to listeners.

EIA board also voted funds for career opportunity booklet on electronics for distribution to secondary schools. No action was taken by board on reorganization proposals (story page 78).

EIA convention in Chicago re-elected association's president, L. Berkley Davis of General Electric; its senior vice president, Robert S. Bell of Packard Bell, and three other vice presidents, Ben Adler of Adler Electronics, Sidney R. Curtis of General Dynamics Electronics and W. S. Parsons of Globe Union. George W. Keown of Tung-Sol was named vice president, succeeding Arthur L. Chapman of CBS Electronics. G. B. Mallory of P. R. Mallory & Co. was elected to board to succeed late Ray F. Sparrow, who was with Mallory firm. All other directors were re-elected.

Kennedy message to AFA: advertising role 'major'

President John F. Kennedy told Advertising Federation of America on eve of its May 28-31 Washington convention it is urgent at this time that government and mass communications media "work together in the interest of improving our world position and expanding our national economy."

He added, "Advertising, as a dynamic economic and social force, must play a major role in the accomplishment of our national goals." President's message was sent to James S. Fish, General Mills, AFA chairman.

AFA convention program includes May 30 luncheon address by Paul Rand Dixon, chairman of Federal Trade Commission. Earl W. Kintner, former FTC chairman, will speak in afternoon session that follows.

Those sandpaper tv ads harmless, examiner finds

Harmless puffery. That's how Federal Trade Commission examiner describes Palmolive Rapid Shave sandpaper-shaving tv commercials, attacked in FTC complaint last year.

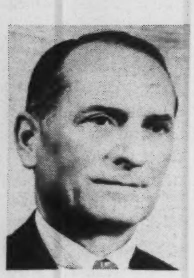
Initial decision, which still must be passed on by full FTC, was issued today (May 29) and followed hearings on complaint charging deception.

Although plexiglass mock-up was used instead of real sandpaper in tv commercials, no material misrepresentation is involved, examiner said, since real sandpaper actually can be shaved by Rapid Shave if allowed time to soak.

"In view of the technical problems peculiar to tv," initial decision reads, "reasonable latitude in the use of mock-ups or props should be permitted provided, of course, such use is not misleading in a material respect as to the actual properties or qualities of the produce advertised."

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Glett

Charles L. Glett elected president and chief executive officer of National Telefilm Assoc., succeeding **Oliver A. Unger** who resigned (BROADCASTING, May 15). Mr. Glett, had until recently been officer and director in National Theatres and Television, and director in National Telefilm Assoc. NT&T has 38% interest in NTA. Prior to this, Mr. Glett was president and director of Williamsport Cable Co., operators of large community antenna tv system and president and director of National-Missouri TV, owners of WDAF-AM-FM-TV Kansas City, Mo. Earlier he served as vp, CBS Radio Div. and vp of CBS TV Div. in charge of network services in Hollywood where he was in charge of administration of productions and operations for all live broadcasting and film production originating on West Coast for CBS Network. Mr. Glett's appointment is effective immediately.

Mr. Rogers

George M. Rogers Jr. appointed vp and general manager of Product Services Advertising Agency, N. Y. Mr. Rogers leaves NBC-TV after 11-year association, most recently as manager of *Paar* and *Garroway* shows. Previously he was connected with *Kate Smith Hour, The World of Mr. Sweeney,* the *Steve Allen Tonight Show,* the *Home Show* and NBC Specials. Last fall he was selected to coordinate advance television planning for former Vice President Richard M. Nixon's campaign.

William Brennan, tv producer at Young & Rubicam, Hollywood, for past five years, appointed vp and general manager of tv programming in Los Angeles office of Compton Adv., effective June 5. He replaces **Robert Howell,** who has resigned. Earlier Mr. Brennan had been with CBS' Hollywood office for 15 years, occupying various positions, including that of assistant to vp in charge of programs.

Mr. Mooney

Harold L. Mooney, who has joined Mogul, Williams & Saylor, N. Y., after 30 years in market research field, appointed agency's research director. Mr. Mooney has served in similar capacity at Gardner Adv., Warwick & Legler, Paris & Peart and Maxon. At MW&S Mr. Mooney will develop and execute market research plans for 50 accounts, with aggregate billings of $19 million divided equally between air and print media. He has taught market research at St. Louis U., is member of Market Research Council and International Advertising Assn.

For other personnel changes of the week see FATES & FORTUNES

136-mile microwave hop

RCA said Friday (May 26) new distance record has been set for tv program relay, using new RCA-designed Idaho-Utah microwave beam, which spans 136 miles in single hop. Network programs are relayed from 9,000-foot peak near Salt Lake City to Albion Peak, southeast of Burley, Idaho, from there, connecting microwave link flashes signal 89 miles to transmitter site of KID-TV Idaho Falls, making total of 225 miles. Among engineering problems encountered: water reflection of Great Salt Lake. System is operated by KID-TV and other interests.

FCC asked to ignore WSAY

WVET-TV Rochester, N. Y., asked FCC Friday to ignore request by WSAY Rochester that commission vacate WVET-TV's share-time assignment on ch. 10 (see story, page 77).

WVET-TV said its license is in full force, having been renewed in 1960 until June 1, 1963; there is no pending proceeding putting its license in jeopardy and WSAY has given no reason for license to be revoked. WVET-TV said WHEC-TV, with which it shares ch. 10, has been favorably regarded as licensee by both FCC and courts.

Hope medal

Senate on Friday gave unanimous approval to resolution awarding gold medal to tv-movie comic Bob Hope for his "services to his country and the cause of world peace." Measure, sponsored by 97 senators, now goes to House.

FTC charges coffee firm

Charging that radio-tv and newspaper advertisements helped in promoting lottery, Federal Trade Commission Friday issued complaint against Fleetwood Coffee Co., Chattanooga, Tenn., and named house agency, Norman Chesman Co., in citation. FTC charged coffee firm packed 25 cents to $1 in bags or cans and that whole promotion constitutes lottery.

Telemeter tapes club act

International Telemeter today (May 29) will tape satirical revue from Second City night club in Chicago. Telecast of revue will be presented to Telemeter's 5,800 pay-tv subscribers in Etobicoke, Ont., Toronto suburb, probably during week of July 6 at still undetermined charge of $1 to $1.50. Aim is to portray for tv genuine flavor and color of night club which spawned comics Shelley Berman, Elaine May and Mike Nichols.

Garroway to resign

Dave Garroway, star of NBC-TV's *Today* show, Friday (May 26) announced his resignation, effective October 31, or sooner, provided that "an adequate substitute" can be found. Mr. Garroway cited "family situation" as reason for his decision.

Business briefly...

Lever Bros. Co., N. Y., will use spot tv to test-market new Handy Pack "All," low-sudsing powder detergent premeasured in water-soluble packets. Campaign starts week of June 1 in Toledo, Ohio; Fort Wayne, Ind., and Oklahoma areas. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

THE BEST IN PROGRAMMING

①

TOPEKA IS a big, big market.

Gives you the bonus EXTRA of a single-station impact, saturating over 141,600 TV homes.* Delivers your commercials to wealthy Kansans with over 1½ billion in their jeans. And WIBW-TV's programming is alert. Up-to-date. With the best from CBS • NBC • ABC—All Day. Every Day. Survey proved WIBW-TV tops all competition in this rich eastern Kansas Market.

*Source: ARB Nov., 1960

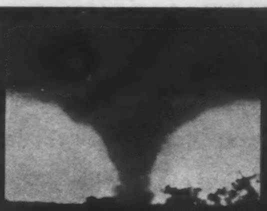
WIBW TV

Channel 13 • CBS • NBC • ABC

Represented Nationally by

AVERY-KNODEL

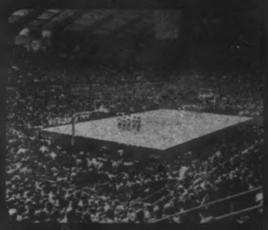
Division of Stauffer-Capper Publications



News coverage
alerts Kansans
to tornado routes.

Video tape and
live coverage
of state-wide events.

High-rated, studio shows
titillate the kiddies . . .
young and old.



Top-flight, remote coverage
of sporting events.

CBS
NBC
ABC

PLUS the best shows—
All Day . . . Every Day—
As Late as 11:30 p.m.

While they last!

ORDER YOUR COPY NOW!

(on first come—first served basis)

BROADCASTING

1960 Yearbook Issue*

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
- sales representatives
- advertising agencies
- associations
- services
- government
- schools

plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership.

- limited number available at $4.00 per copy

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

May 29—**Hollywood Advertising Club**, luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Lloyd W. Dunn, vp for advertising, Capitol Records, will speak on "Packaging and Merchandising Sound."

JUNE

June 1 — Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—Wyoming AP Broadcasters, convention. Plains Hotel, Cheyenne.

June 2 — UPI Broadcasters of Michigan, spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.**, meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop**, sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.**, New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters**, convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-9 — **Assn. of National Advertisers** workshop on planning and controlling profitable advertising, Westchester Country Club, Rye, N. Y. Speakers at members-only session Thursday: Robert E. Kahl, executive vice president, Borden Foods Co., on profit-loss approach to advertising; Michael Schiff, Ph.D., professor of accounting, New York U., on cost allocations; George Wilson, manager, merchandising and advertising, Johnson & Johnson, and Lionel Brown, advertising manager of Knomark Inc., panelists in discussion of budgeting; William Mueller, partner in Arthur Andersen & Co. accounting firm, on auditing agency work. Friday speakers: Joseph F. Anderson, advertising manager, Dictaphone Corp., on planning and controlling; Bruce Werrt, assistant advertising manager, Goodyear Tire & Rubber Co., on media department organization; James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, on getting increased mileage from the media budget; Robert Bergmann, president, Filmex Inc., on controlling the cost of tv commercials, and a panel on "how the advertiser and agency can work together for profit-oriented advertising." Ray Wilson, supervisor of advertising services, Shell Oil Co., is program committee chairman.

TvB Sales Clinics

May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

*June 8-9—**UPI Editors & Publishers**, annual conference. Statler-Hilton Hotel, Washington. Speakers include President John F. Kennedy, Vice President Lyndon B. Johnson, Attorney General Robert F. Kennedy and Sen. Barry Goldwater (R-Ariz.).

June 8-10—**Western Assn. of Broadcasters**, annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York**, annual seminar, Pocono Manor, Pa.

June 9-10 — **Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-14—**Assn. of Industrial Advertisers** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

June 12—Deadline for comments on **FCC** proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker.

Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers**, conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters**, annual meeting. Hotel Roanoke, Roanoke.

June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by **DeKalb Agricultural Assn. Inc.**, DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 15-18—**Florida Assn. of Broadcasters**, annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

*June 19-20—**Institute of Radio Engineers**, conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.**, national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America**, invitational television conference. University City, Detroit.

*June 19-23—**National Community Television Assn.**, convention. Jack Tar Hotel, San Francisco.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

WeeReBel has GEORGIABAMA* COVERED

*Rich 75-county area in the South's Heartland

March '61 ARB Survey for Columbus, Georgia, shows that WRBL-TV covers 75 counties in the South's Heartland with 357,300 TV homes. This is Georgiabama, a large and growing area that demands a place all its own in any marketing strategy to sell the South.

What's more, ARB also shows that Columbus sets-in-use have *increased a whopping 25.6%* since March '60!

Naturally, WeeRebel's got the drop on competition. According to ARB, Channel 3 delivers 54.4% more homes (Avg. qtr. hr.) *daytime* and 12% more homes (Avg. qtr. hr.) *nighttime . . . seven days a week!*

Sharp-shootin' WeeRebel delivers:

- 5 Top Once-Per-Week Shows
- 7 of the Top 10 Once-Per-Week Shows
- 12 Top Multi-Weekly Shows
- 18 of the Top 20 Multi-Weekly Shows

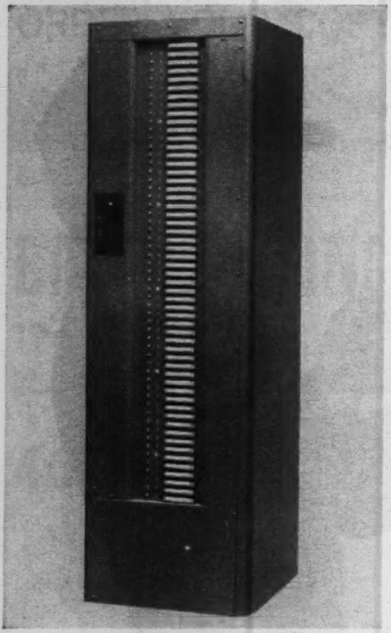
When you aim for sales in Georgiabama use the medium that hits the bullseye . . . WRBL-TV.

COLUMBUS, GEORGIA
WRBL CBS TV Channel . . 3

WeeReBel

Represented by
GEORGE P. HOLLINGBERY COMPANY
Affiliated with WRBL AM and FM

NEW ATC 55



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any size station

Now the originators and largest manufacturers of automatic tape control equipment offer the remarkable ATC 55; a simple, low cost, versatile answer to automated broadcasting. Plays up to 55 taped spots, themes, music and production aids in sequence without resetting or reloading. Each tape is contained in a plastic magazine. Unit selects, positions, broadcasts, rewinds, disengages the magazine and moves to the next magazine and engages it . . . *all automatically!* Frequency response at 7.5 ips is ±2 db from 70 to 12,000 cps, and ±4db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter are under 0.2% RMS. Write, wire or phone for complete details.

ATC Standard Units Now In Use In Over 600 Stations

ATC Standard Recording-Playback units eliminate threading, recueing, rewinding—make it easy to use as much taped material as you wish.

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OPEN MIKE ®

Hennock memorial

EDITOR: Negotiations are nearing completion for the sale of WNTA-TV New York (ch. 13) to the National Educational Tv Assn. . . . As you well remember, and with your unwavering support, the case for educational television facilities was enunciated early, clearly and consistently by my good friend and former boss on the FCC, the late Commissioner Frieda B. Hennock. . . .

I can think of no better tribute or memorial to her pioneering and determined efforts than to name the call letters of the new ch. 13 WFBH-TV, in her memory.—*J. Mitchell Jablons, Vice President, Jordan, Sieber & Corbett Inc. Advertising-Marketing, New York.*

As WINS sees it

EDITOR: It is unfortunate that we weren't called to confirm the story regarding the NLRB and WINS (AT DEADLINE, May 15).

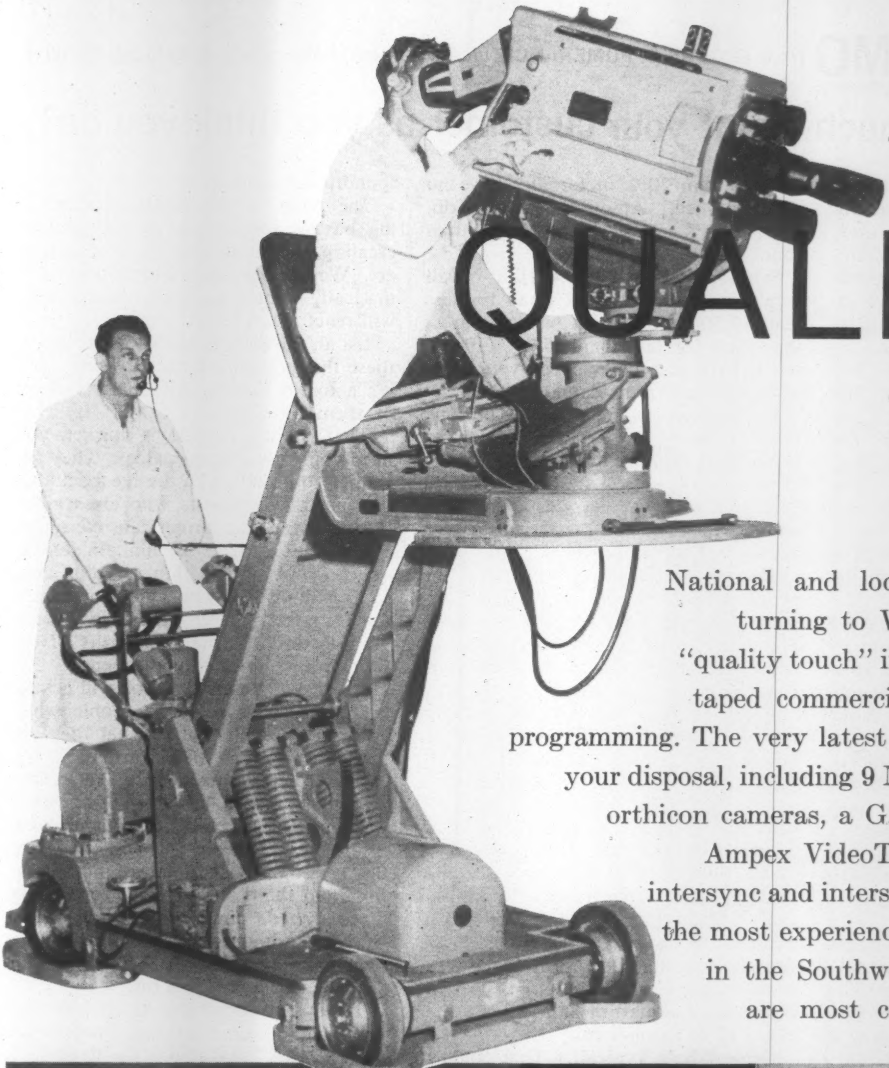
. . . I would like to explain that we have been operating without a contract since Feb. 15, 1960. During the entire period prior to this NLRB hearing we negotiated in good faith but got to a point of complete deadlock and instituted some practices which we desired. The NLRB in effect criticized the union for not negotiating in good faith on their part. . . . We are even allowed to modify unilaterally upon giving notice to the union. . . . [Of] two holidays . . . in conflict . . . I might add the union figured this out to be a lesser amount, but management called their attention to an error in multiplication which resulted in a higher payment to each man.

I am sure if . . . you had seen the reaction of the union representatives and their attorney, you would realize that this is a decisive victory in favor of management. . . . In effect it was a compromise situation which allowed us to come out in front.—*Harold E. Anderson, General Manager, WINS New York.*

Kobak luncheon

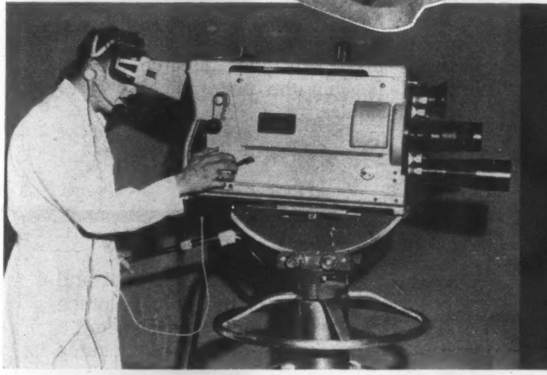
EDITOR: I read with interest, and even a little pride, the fact that a luncheon was given in my honor at the Harvard Club (THE MEDIA, April 24).

The party was not given to me by a group of broadcasting pals. It was given by my son James as a surprise for my 66th birthday. He invited a number of men that I have known for many years, men who are still my friends. It happened that some of them were broadcasters, but there were also present prominent publishers, my doctor and my insurance agent. . . .—*Edgar Kobak, Business Consultant, New York.*



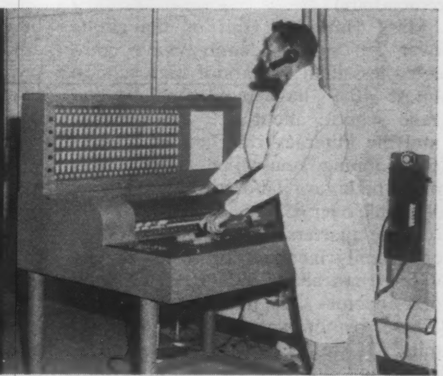
THE QUALITY TOUCH

National and local advertisers are turning to WFAA-TV for that "quality touch" in the preparation of taped commercials and specialized programming. The very latest in equipment is at your disposal, including 9 Marconi 4½" image orthicon cameras, a G.E. color camera, 5 Ampex VideoTape recorders with intersync and interswitch facilities, and the most experienced production staff in the Southwest. Your inquiries are most cordially welcomed.



◄ Picture quality is unsurpassed with WFAA-TV's battery of Marconi cameras, including field cameras with Varatol zoom lenses.

Lighting console ► with silicon-controlled dimmer permits five different scenes to be pre-lighted.



Ask those who use WFAA-TV . . . you'll want to join the growing list!

WFAA-TV DALLAS FT. WORTH CHANNEL 8

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

MONDAY MEMO from EUGENE C. POMERANCE, vice president, Foote, Cone & Belding, Chicago

Do you know as much about your customer as you think you do?

Once upon a time the agency executive could learn a lot about a product by trying it, talking to the manufacturer, talking to people, observing people and by just sheer knowing what people wanted. These things help, but in today's market of stiff competition they are no longer the complete answer.

Whenever I hear an ad man say "My wife's a typical consumer . . ." or "My kid's average, and she thinks . . ." I say "Rubbish" or some shorter word. You're not typical. Your wife is not typical. Your neighbors are not typical. The people you meet in business are not typical. They are not typical, at least, of the kinds of people you have to reach to sell quantities of most products on the market today.

Too few in advertising today are close enough to the mass of consumers to always know who among them are prospects, where they live, what they watch, listen to or read, what they want. We're not getting as many of our people out of sales or mail order, or from the ranks of hungry reporters, any more. They're coming from business schools and journalism classes. Many in advertising are developing tastes and habits that are quite sophisticated. And we're attracting people who have earned the right to have such tastes.

So let's just take a quick look at the mass market—the "mass" part that tells us if we've been writing commercials or ads to our prospects or to ourselves (the "market" part, of course, we know is tremendous).

Mass Market ■ Half of the adults (over 25) in this country have completed less than 3 years of high school; almost 40% have not gone beyond grade school; about 2% are illiterate (and the illiteracy rate gets as high as 10% among non-white males, 15% among male farm laborers, 6½% among all people over 65).

Three-quarters of all families have total family incomes, from all sources, of less than about $7,500. Half have total incomes less than about $5,400. (These, by the way are related family units. If we include all households—single individuals and non-family groups—the figures are lower than $7,500 and $5,400.)

Half of the spending units in this country have less than $360 in liquid assets. About 16% have negative assets—they owe money and own no assets.

Three-quarters who have mortgages pay less than $90 a month on them. Three-fourths who rent pay less than $75 a month.

More than 20% of families have no life insurance. Among those who do, 75%—that's most—have less than about $5,000 of coverage.

What Do You Pay? ■ Half of all men's dress shoes sell at retail for less than $9.50. Half of all women's dress shoes sell for less than $5.75. (If this one is hard to believe, check your copy of Sears' or Ward's catalog.)

On the average, men in the U.S. buy one suit every 2½-3 years. Averages being what they are, this means that for every one of us who buys two suits a year there are over six other men somewhere who each buy one suit every ten years.

Do you travel much? All of the people who have ever flown in an airplane make up only 25% of the adult population. And 50% of all airline trips are made by the 7% of adults who have incomes over $10,000.

Three-quarters of all listed hotel rooms in New York City are in hotels where you can stay for less than $10. How much did you pay on your last trip to New York?

While 70% of the families with incomes over $10,000 serve liquor at home, only 12% do who have incomes under $3,000. What do you drink? Less than 8% of hard liquor consumed is Scotch, 5% Canadian, 4% bonds, 2½% brandy, less than 2% rum. And every seventh glass of beer poured at home comes from a quart or half-gallon bottle, not a 12 or 8-ounce can.

Now Who's Typical? ■ That ought to be enough. Enough to remind you that among 180 million people in this country there is a wide range in the way they live; great variations in what they think, and feel, and believe—and how they respond to advertising.

The point is: All of us in advertising have a tough task in our jobs of creating communication to all consumers. We can't always—simply and automatically—know how all social classes will react to an idea.

It's an advertising man's job to know these things before he finally acts. But it's a lot to expect that he'll know all of them initially.

That is why, in today's market, you need your research specialists. They are trained to provide you the feedback that you need. Specialists who are trained in observing the American consumer and listening to her or him, in finding out how he or she thinks, talks, acts, feels and reacts—who can provide the feedback from the group that is actually going to buy the major quantity of the product or service of your client.

Intelligent Research ■ You will get the best from your research people when you recognize first of all that they are there to give you the information you can't collect yourself. But remember that they have a lot of tools to work with and unless you define your problem accurately, precisely and within narrow limits you'll waste a lot of both your time and theirs. And don't forget that a researcher's philosophy is one of objectivity and honesty. It's why he sounds negative so much of the time, but it's for your benefit more than his.

If you are so unsure of an idea that you have to "run it up the flagpole to see who salutes," make sure the flagpole is located where Scotch is 8% and not 80% of the liquor consumed. And make sure your research staff runs its flag up the pole, too. Now see who salutes.

Eugene C. Pomerance, vice president and director of research for the Chicago office of Foote, Cone & Belding, has been a specialist in research for the agency since 1950 and has worked on nearly every account. Before that for three years he had been research analyst and supervisor with McCann-Erickson. On occasion he teaches marketing and statistics at the U. of Chicago, where he earned his master's degree. In World War II he served with the Air Force and Army.

WE TIP OUR HAT TO YOU, ED PETRY!

Not only because we enthusiastically concur with the BROADCAST PIONEERS in naming you their MAN OF THE YEAR at the NAB Convention on May 9 . . . and with their accurate characterization of you as "a true pioneer in exclusive station representation, who has been a leader in the development and utilization of research as a strong arm of sales and service in the broadcasting field . . . a forceful exponent of sound economic practices as being essential to broadcasting's fulfillment of its obligations and opportunities under the American free enterprise system . . ." **But also because,** represented by you for 13 years, we wholeheartedly endorse, subscribe to and practice those high standards of business conduct for which your company stands . . . respecting one another, we have enjoyed a mutually beneficial relationship . . . and we anticipate a continued growth in the strength of that relationship in the years ahead.

WBAL TELEVISION BALTIMORE

Serving With Quality Television Since 1948 / Selling With Integrity Those We Serve

Nationally represented by Edward Petry & Co.

THAT
WCKY
SURE
sews up
CINCINNATI!

Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: ". . . in the Cincinnati market, WCKY is our best sales tool . . . never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up; if WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood. What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 29, 1961 Vol. 60 No. 22

AGENCIES CULTIVATE TV 'GARDEN'

■ Green-thumb panel suggests ways to make 'wasteland' flower
■ Live shows, educational programs, non-violent action urged
■ More experimentation with new show-types is supported

A panel of top agency program planners concluded last week that television's so-called "vast wasteland" is reclaimable and would still be commercially salable if a prime-time network schedule includes these restorative ingredients:

- More live programs of all types, particularly in the drama and music areas.
- More programs of educational and cultural interest that retain entertainment values.
- A reduced but still substantial number of western adventure and mystery series of the "non-violent" type.

These recommendations were the highlights of four hypothetical network schedules devised by executives at four leading agencies in reply to an inquiry from BROADCASTING. In view of FCC Chairman Newton N. Minow's caustic characterization of television at the NAB Convention (BROADCASTING, May 14), BROADCASTING asked the panel to answer this question: "If you had a chance to make up a tv network schedule for prime evening hours, how would you go about it to satisfy the viewer, the networks, the government and the advertiser?"

The panel consisted of D. C. Stewart, president of Kenyon & Eckhardt, New York, and James S. Bealle, vice president and tv director of K&E; John Cunningham, president, Cunningham & Walsh, New York, and Jerome R. Feniger, vice president and tv director of C&W; Arthur E. Duram, senior vice president, tv and radio, Fuller & Smith & Ross, New York, and Emil Mogul, president, Mogul Williams & Saylor, New York.

A broader representation of the agency panel was sought by BROADCASTING, but several top agency officials evinced an I-don't-want-to-stick-my-neck-out attitude. Others declined, claiming that network program scheduling is not the function of agencies but of the networks themselves. Four executives expressed enthusiasm for participating in the project but pressure of business, they said, prevented them from devoting time to it. One executive offered this comment: "I would love to get into it, but right now I'm in negotiation with ABC-TV for participations in a group of shows."

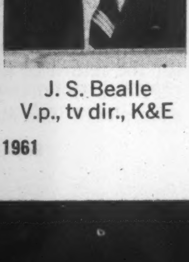
Though network schedules varied from agency to agency, these additional salient points could be noted from the recommendations as a whole:

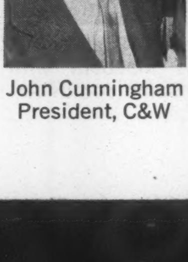
- The proposed "networks" have a higher cultural tone than that of existing networks, with more ample provisions for documentary, "quality" drama, music (opera, concerts, ballet) and news review programs.
- The desire for experimentation is evident, with two agencies suggesting "great circuses" programs and two proposing shows spotlighting talented performers new to tv.
- An expanded number of live or taped comedy-variety programs is urged.
- A different orientation of some children's programs is proposed, providing for more emphasis on cultural and educational values.

The following is a summary of the agencies' hypothetical schedules (by program category with show names used only as examples):

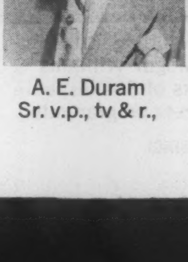
CUNNINGHAM & WALSH: This weekly program, according to its authors, recognizes three different types of audiences—the majority, which is interested in westerns, adventure, comedy, variety etc. and to which 15½ hours of a total of 26 hours is devoted; the in-between group, described as interested in such "semi-cultural" programs as operettas, historical fiction, biographical dramas, to which 6½ hours is allocated, and the minority, interested in the more cultural fare, such as the classical theatre, opera, ballet, scientific achievements, to which 4 hours weekly is allotted. C&W, in addition, makes provision for special programs of 90- or 120-minutes in length, which will present works of Shakespeare, great musical comedies and penetrating analyses of world affairs, biblical stories and operas.

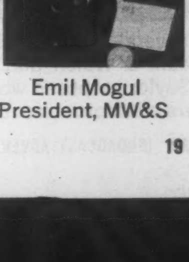
D. C. Stewart
President, K&E


J. S. Bealle
V.p., tv dir., K&E


John Cunningham
President, C&W

J. R. Feniger
V.p. & tv dir., C&W


A. E. Duram
Sr. v.p., tv & r.,


Emil Mogul
President, MW&S

Among the unique programming ideas submitted by C&W are: on Sunday, a half-hour news of the week in review from 6-6:30 p.m., followed by a half-hour audience participation show directed to children which would have educational benefits (6:30-7 p.m.); on Monday, from 10-11 p.m., a weekly show spotlighting talented artists now on tv, such as Peter Ustinov and Emlyn Williams; on Tuesday, 7:30-8:30 p.m., a live historical drama which provides stimulating entertainment and still has educational values for child viewers.

On Thursday, 9-10 p.m., a live classical variety program, offering ballet or concerts; on Friday, from 7:30-8:30 p.m., a taped program presenting great circuses, water shows, sports spectacles drawn from around the world, and from 10-11 p.m., a live hour-long biographical drama based on the life of such figures as Abraham Lincoln, Theodore Roosevelt and Benjamin Disraeli; on Saturday, 7:30-8:30 p.m., a live children's drama, produced with taste and quality on such subjects as Helen of Troy, Charlemagne and the Black Prince, and 10-11 p.m., a live variety segment with top stars rotating in a similar format.

MOGUL WILLIAMS & SAYLOR: The thrust of this network lineup is to raise programming levels in the public service and the cultural areas and to expand the number of quality variety and comedy shows. The schedule is heavy with in-depth news and related programs and recommends more original live or tape drama.

Talent Program ▪ The author favors a talent program to develop new performers and writers for television, and, in a startling departure, schedules two cultural half-hour programs in the 7:30-8 p.m. slots two nights a week to reach children as well as adult viewers. The author concedes this schedule may not make "much of a profit," but believes it will help make television "the greatest single instrument for the mass communication of ideas, knowledge and entertainment."

MW&S' network views Sunday as a "fun day," with a variety show from 7:30-8 p.m., and "comedy theatre" (plays and musicals) from 8-9:30 p.m. Other highlights: on Monday, an original tv drama in the *Playhouse 90* tradition from 8:30-9:30 p.m. and a music-variety show (example: *Telephone Hour*) from 10-11 p.m.; on Tuesday, a variety program from 9-9:30 p.m. and a news-in-depth segment from 10:30-11 p.m.; on Wednesday, a public service-cultural program (example: Dr. Frank Baxter on Shakespeare) from 7:30-8 p.m. and a "new talent" program from 9:30-10:30 p.m., with the first half-hour devoted to new performers and the second portion to plays of new authors; on Thursday, a documentary (*See It Now* type) from 7:30-8:30 p.m., a quality drama from 9-10 p.m and another news-in-depth telecast from 10:30-11 p.m.

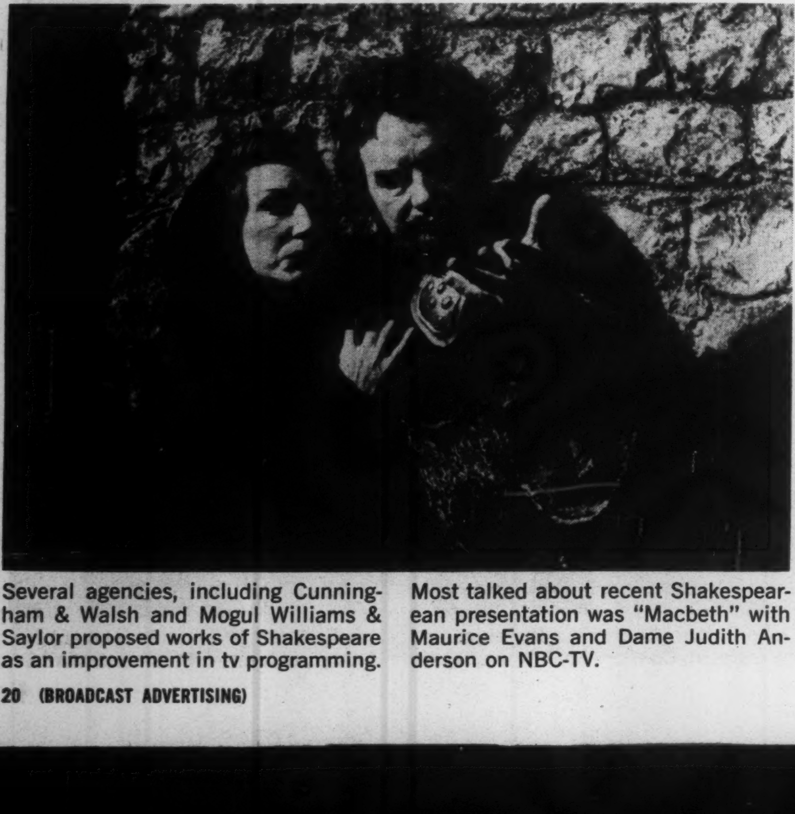
On Friday, a public service music or art talk by a well-known personality (Leonard Bernstein) from 7:30-8 p.m. and an international news roundup from world capitals, 9:30-10 p.m.; on Saturday, a variety program for teenagers from 7:30-8:30 p.m., a 90-minute comedy and variety segment (example: Sid Caesar) from 8:30-10 p.m. and a "foreign tv fare" program from England, Canada, France, Italy from 10-10:30 p.m.

KENYON & ECKHARDT: In devising their network schedule, the K&E authors observed that although the television business has come upon "demanding days," it is important that the industry "does not run scared." As an example, they pointed out that violence on tv can be reduced in degree and amount and added: "But we would not want the valid 'crime does not pay' lesson lost to the public via tv exposure." Their proposed schedule reflects an understanding, they note, that educational tv fare is the goal of many "thought leaders" and, accordingly, they look forward to advertiser support from public service and news-in-depth documentaries.

K&E's proposed schedule emphasizes live music and variety programs and half-hour serials of the "non-violent" type and some expansion in public service-cultural fare.

K&E proposes that live variety on Sunday, 8-9 p.m., be followed by a live dramatic show ("Philco," "Westinghouse," "Goodyear"), the vogue four or five years ago. The most radical change is a Monday-through-Friday live music show with five rotating stars (Nat King Cole, Patti Paige, Eddie Fisher, Peggy Lee and Rosemary Clooney) in the 7:45-8 p.m. period. Other highlights: On Tuesday, 9-10 p.m., a documentary of education, religion, medicine or science on alternate weeks, followed by a variety special ("bit star one shots") every other week; on Wednesday, a live comedy variety segment from 8-9 p.m. (rotating stars including Sid Caesar, George Gobel, Bob Hope, Red Skelton and Jack Benny) and 9-10 p.m., a literature-oriented suspense drama (Edgar Allen Poe caliber); on Thursday, an hour-long suspense drama (*Twilight Zone* type) from 8:30-9 p.m. and a crime documentary, 10:30-11 p.m.; on Friday, a live variety show from 9-10 p.m., and a news digest program, involving a discussion of the week's news by an educator, a government official, a foreign diplomat and an historian, 10-11 p.m.; on Saturday, a cultural drama program, 10:30-11 p.m.

FULLER & SMITH & ROSS: High quality drama and live music variety programs are the backbone of F&S&R's schedule, distinguished by program lengths of an hour or longer. The schedule also leans heavily on news-in-depths series and, in a major departure, calls for the return of a major quiz program (*"21"* or *$64,000 Question* are cited as examples). The author suggests several



Several agencies, including Cunningham & Walsh and Mogul Williams & Saylor proposed works of Shakespeare as an improvement in tv programming.

Most talked about recent Shakespearean presentation was "Macbeth" with Maurice Evans and Dame Judith Anderson on NBC-TV.

Kenyon & Eckhardt recommended a live comedy variety segment for Wednesday with rotating stars such as Red Skelton, shown at left in one of his CBS shows, or Jack Benny, at right with Mel Blanc. Other top comedians mentioned included Sid Caesar, George Gobel and Bob Hope. Other agencies had mentioned similar program plans.

innovations: a new version of *Wide Wide World* in which the three tv networks participate in joint production and telecasting, a "big band" music program featuring a musician of the stature of Benny Goodman, and a 90-minute live drama series prepared one year in advance. The schedule is so designed that Monday, Wednesday and Friday are devoted largely to conventional programming (situation comedies, westerns and crime-adventure) and the other days to drama, variety and music programs, with news and public service programs in the 10-11 p.m. or 10:30-11 p.m. periods. The schedule attempts to conform to viewing patterns but injects some experimentation.

On Sunday, 7-8 p.m., F&S&R slots its new version of *Wide Wide World* and from 9-10:30 p.m. it schedules the prepared-in-advance drama series. On Monday, it proposes a documentary (*Project 20* type) from 10-11 p.m.; on Tuesday, its major quiz from 8:30-9 p.m., an hour-long series, tentatively titled "biography" (stories of well-known figures); on Wednesday, from 10:30-11 p.m. a news-in-depth program; on Thursday, a "Great Mysteries" series from 8:30-9:30 p.m.; on Friday, a variety program (*Perry Como*); on Saturday, an entertainment-packed lineup including "Great Circuses" from 7-8 p.m., *The Sound of Music* (Benny Goodman) from 8-9 p.m., *Family Variety Hour* (Garry Moore or Ed Sullivan) from 9-10 p.m. and *Sports Hour* (boxing, other sports spectaculars), 10-11 p.m.

By an interesting coincidence, several panelists suggested similar "new" ideas: great circuses, classical mysteries, talent show cases. They agreed there are no easy cure-alls to tv's problems but believe new programming approaches can infuse new vigor and excitement.

MINOR LEAGUE NEEDED

Lever's Schachte says tv needs training program

Lever Bros.' Henry Schachte last week urged tv station management to develop a reservoir of talented and creative people as a method toward improving program fare.

Mr. Schachte is executive vice president of Lever Bros., a major tv advertiser who with gross time billing at more than $28.6 million last year ranked No. 3 among all network advertisers. It was Lever who asked the networks earlier in the spring to explain an apparent decline in the use of tv sets during prime time over the past three seasons.

That request was prompted by a report prepared for Lever's media department by A. C. Nielsen Co. and covers the 1957-58, 1958-59 and 1959-60 seasons, showing set usage by half-hours. The report highlights a decline in set usage ranging up to 6% over this period (BROADCASTING, April 17).

In an address May 25 before the Broadcasting Executives Club in Boston, Mr. Schachte referred to that

Tv network program mortality high—L&N

Only 60 of a possible 104 network shows will return in the 1961-62 television season during prime evening time, according to a study of the "most current" network schedules by Lennen & Newell, New York. But this is higher than the season just ended, when only 50 out of 111 1959-60 season programs returned to the air, the agency said.

The projection of the new season, put together by L & N's media department, shows that from 7:30 p.m. to 11 p.m. for the entire week, no time period will have the identical three-network programming in the fall of 1961 which appeared in the fall of 1960. On only two evenings will any one of the tv networks present a lineup of programs identical with the fall of 1960. They are (a) Sunday on CBS-TV—*Dennis the Menace, Ed Sullivan Show, General Electric Theatre, Jack Benny Show, Candid Camera* and *What's My Line?* and (b) Saturday on ABC-TV—*Roaring 20's, Leave It to Beaver, Lawrence Welk Show* and *Saturday Night Fights.*

Among the 60 programs returning to the air next fall are several moving to different networks, including *Bachelor Father* (from NBC-TV to ABC-TV), *The Detectives* (from ABC-TV to NBC-TV) and the Walt Disney series (from ABC-TV to NBC-TV). Some of the existing programs also will have changed time periods or adjusted lengths or both. Principal time period switches are *I've Got a Secret* (from Wednesday to Monday), *Bonanza* (Saturday to Sunday), *The Price Is Right* (Wednesday to Monday), and *Sing Along With Mitch* (Friday to Thursday). Among the programs to be extended from a half-hour to one hour are *Gunsmoke, The Detectives* and *Wells-Fargo.*

Rich challenges: 'Look what tv offers in any given period'

Programming can and will be improved but the current criticism of television is exaggerated. A way to achieve better programming: Open program sources to more producers, including many independent, creative people.

These are among the tv observations made by Lee Rich, senior vice president in charge of media and programming at Benton & Bowles, New York, in an interview last week. Mr. Rich was asked for his general assessment of network programming:

Is it a "vast wasteland" as described by FCC Chairman Newton N. Minow?

Countered Mr. Rich: "Ask Mr. Minow: What is balanced programming? How does he define it?"

What 'Wasteland'? ▪ Of course tv is no "wasteland," Mr. Rich asserted. On a given Sunday, "look what tv offers: a senator meets the press, an opera, sports, Leonard Bernstein, a variety show, a comedy, a mystery, stars, a quiz panel, a Winston Churchill show—what other medium in the world could supply this in one night?"

On any night of the week, Mr. Rich continued, there are balanced diets on the airwaves. Mr. Rich, who declined to propose an "ideal" network schedule (see story, page 19) maintained that television is primarily an entertainment medium and that the networks and the producers are in the tv business. "Advertisers are not in the television business; we are in the advertising business. We seek to reach as many people as efficiently and effectively as we can." He said many advertisers would buy informational programs on this basis: If they were priced at an "efficient" level (low cost for audience reached).

Mr. Rich

Tv for Majority ▪ Mr. Rich cautioned television ought not be programmed for the minority as the medium is for the majority. Commented Mr. Rich: "Television cannot please them all. The majority of people who spend 6 hours per day before the tv set must enjoy and like the medium. Remember, it is a medium of entertainment and not of education."

Mr. Rich says that television provides more balance than do daily newspapers.

FCC 'Perfect'? ▪ "Look how television has grown," Mr. Rich pointed out, noting that, "of course it lacks perfection." "Is the government or the FCC perfect?" he asked.

Mr. Rich would work for program improvement within the network's currently accepted framework of the tv program business. He points up that each network has some 26 hours per week of desirable time (prime and in the evening, or early evening Sunday). In next season's known network schedule, CBS-TV "controls" (licenses and in some cases, owns a share in) all but 4 hours, NBC-TV all but 2 hours and ABC-TV all but a half-hour.

What limits program improvement? "When only three customers are available for programs produced, the final selections are bound to be limited."

study, calling it "at least one alarming negative trend." As he noted, in the three years the "time-spent-viewing dropped each year compared with the previous year. The drop was for the season as a whole—for every half-hour period from 7:30 to 11 p.m.—and for every night of the week except Friday.

"And Friday represents no victory. Its viewing has traditionally been several points lower than the other nights. It simply stayed at its lower level while the other nights came down to join it.

"We sent this report to a number of network executives and asked for comments. We received in response some replies, some silence, some evasions, some sanity and some accusations."

Germ Theory ▪ Mr. Schachte asserted some executives said Lever used an "inflated base for our study, since 1957 was the year of the national flu problem, thus implying that all we needed to restore vigorous viewing is another red-hot epidemic. I . . . reject the notion of germ warfare as an adequate answer to television's problems."

He said that one network president, however, was constructive, stating, "We've got to do better programming." Said Mr. Schachte: "Hooray for him."

The Lever executive said everybody wants better programming: the networks, the stations, and the sponsors—everybody from the Minows and the Collinses to the Smiths and the Joneses."

But, he warned, "You don't get better programs by making speeches which merely deplore and enunciate." What do people want?

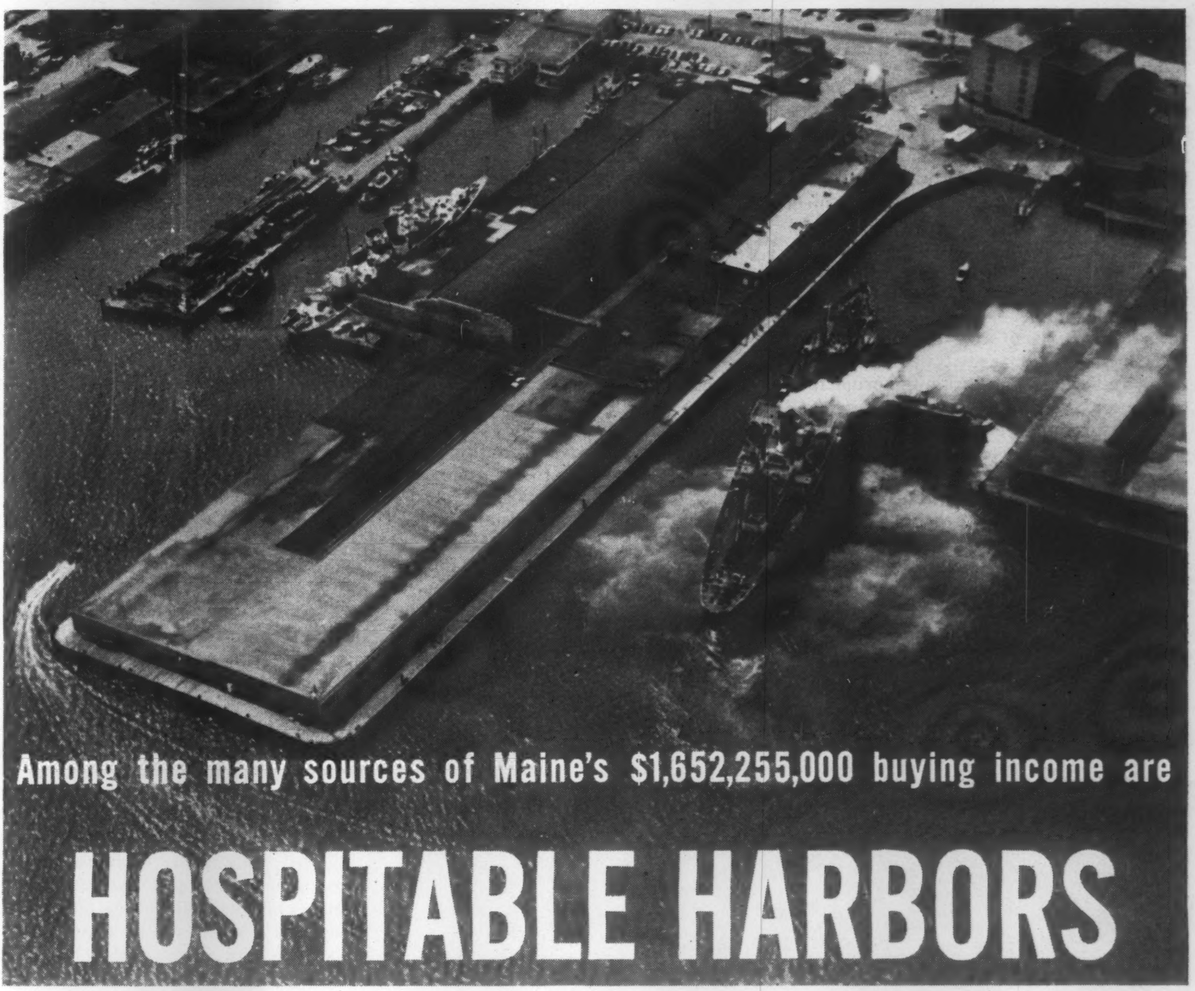
"Not different subjects" but the "same old ones, including violence," Mr. Schachte answered. The difference, he said, is a demand that these be "interesting, professional, exciting, talented presentations, done with the skill, the taste, the showmanship, the artistry that comes from talented people . . . groomed, tried and trained in television's particular arts."

Skills Needed ▪ He claimed there are too few people skilled in tv, including writers, directors, technicians and performers and that little is being done to create new pools from which to draw in the future. This depletion of talent plus the "unbelievable" appetite of tv for program material is responsible for a program problem: "Television needs a whole host of talent, new program people every year, and it gets a handful."

Though everybody, including the networks, is trying "All this urging and nagging is like insisting the jockey whip the horse when he's running as fast as he can."

Mr. Schachte depicted the situation as "trying to build major league tv talent without any minor league," and while borrowing from other sources (vaudeville, stock companies, burlesque and the like) helped tv find much of its talent, even these have been reduced to a "trickle." Along with radio, all sources "which television, in its formative years, drew on so heavily, are gone and nothing is replacing them but old films." Mr. Schachte urged: "Today, television must build its own talent, if it is ever to rise above the three 'r's'—repeats, re-runs and residuals—that are producing more money for a few people and more boredom for millions than any other scheme ever perpetrated."

Stations' Responsibilities ▪ Mr. Schachte called on tv stations to build



Among the many sources of Maine's $1,652,255,000 buying income are

HOSPITABLE HARBORS

such as PORTLAND, home of Maine's top-powered station

WGAN-TV

CHANNEL 13 CBS 316,000 WATTS

Effective June 1, 1961, WGAN-TV
announces the appointment of
a new national representative . . .

BLAIR TELEVISION ASSOCIATES

the pool of trained program people—the networks, he said, cannot do it alone. Observing that his opinion "will not be a popular one here today" (more than 100 broadcasters were in the audience), he said: "The major failing in program improvement—and hence the major blame for its lack—rests squarely on the shoulders of local station management."

Though he criticized locally-originated programming in many markets as consisting almost entirely of local news and weather—"one man or one woman in front of one camera," Mr. Schachte did not feel it necessary to place full-scale talent training projects on the air. What's needed, he thought, are measures in every tv station which will create long-range opportunities for the "minor league" to practice. Among his suggestions: closed-circuit opportunities for high school or college dramatic clubs to try their hands at tv drama with perhaps one show put on the air after a competition is held; cash prizes for scripts or scholarships to schools which offer tv courses, summer "fill-in" job opportunities, contributions of equipment or money to colleges offering tv courses, etc.

His conclusion: until some such broad attack is begun to develop tv program skills, "it is fatuous to believe that television programming will be tremendously improved."

TV-RADIO HOME COUNT

First figures due out of Census Bureau next month

First state and county radio and television home counts will start coming out of the U. S. Census Bureau in late June or early July.

Preliminary radio-tv saturation figures will appear first, to be followed at a later date by final reports, according to Conrad Taeuber, assistant director. Usually the differences between preliminary and final reports are infinitesimal.

The radio-tv homes tabulation is based on a question asked in connection with housing data. The nationwide census was taken in April 1960. Metropolitan population figures were made public last summer (BROADCASTING, June 27, Aug. 8, 1960).

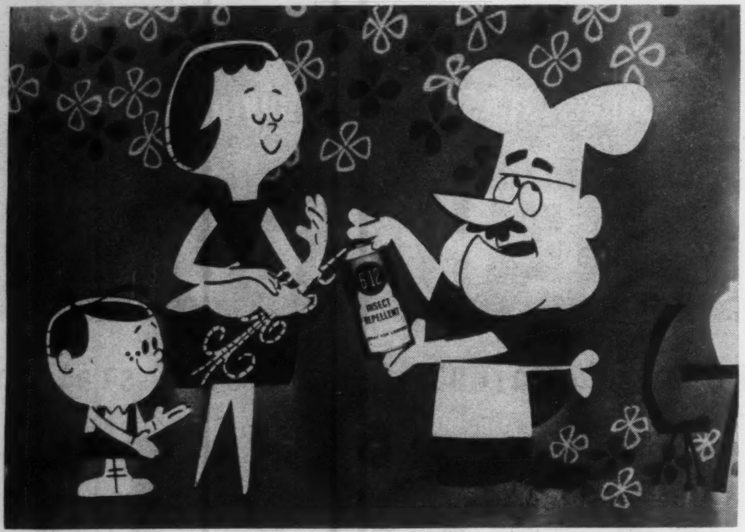
A privately operated statistical service will publish the first complete picture of radio-tv markets, starting in early July. S. J. Tesauro & Co., Detroit, is processing raw Census Bureau data to show living standards, financial status and social traits of the nation's radio and tv homes (BROADCASTING, Jan. 2).

S. J. Tesauro, head of the firm, said the first cross-tabulation to be published will cover the state of Vermont. It will consist of 10-page summaries for each county having 6,000 or more homes, with smaller counties handled on a group basis, or a total of 104 pages for the state. Base rate for Vermont will be $60.

Through an arrangement with NAB and Radio Advertising Bureau, Mr. Tesauro will sell the complete set of 50 state volumes for half the general rate. The base rate is $2 a county for an entire state. Mr. Tesauro said several hundred stations have ordered the service. The first printings will be based on advance orders, he said, with the rate upped 15% if additional printings are necessary The complete package will run about 16,000 pages.

The cross-indexed Tesauro data will show, by radio and tv markets, number in household, sex and age of head of family, children, marital status, type of living unit, utilities and condition of house, ownership or rental, value of property, whether urban, rural farm or rural non-farm, age of dwelling, heating, telephone, income, occupation of head of household, number of rooms, clothes dryer and washer, air conditioner and freezer.

Mr. Tesauro said this new type of marketing picture is made possible by modern computer techniques, adding the job would take a century to accomplish by older equipment. About 1,600 counties will be shown separately as they each have 6,000 or more homes.



CBS Animations' first customer

CBS Animations, which replaced CBS Terrytoons earlier this month as the animated commercial producing arm of CBS Films (BROADCASTING, May 15), is making its first two animated commercials for tv.

Both commercials are 30-seconds in length for 6-12, an insect repellent manufactured by the Union Carbide Corp. Their basic themes center around a mosquito, who woefully asserts "it's an awful feeling to be repelled," and a family who take delight in repelling mosquitoes with 6-12 (see cut).

Seven network programs will carry the commercials beginning next month. They are: *Asphalt Jungle* (ABC-TV, nine insertions starting June 11); *Adventures in Paradise* (ABC-TV); *Cheyenne* (ABC-TV); *Wells Fargo* (NBC-TV); *Naked City* (ABC-TV); *The Outlaws* (NBC-TV); and *Gunslinger* (CBS-TV).

J. M. Mathes Inc. handles the 6-12 account for Union Carbide. Basic themes for the commercials came from Eli Bauer, design and story man at CBS Animations and the themes are being developed by Frank Huber, writer and producer at Mathes, and by Arthur Bartsch, director of commercial animation for CBS Animations.

Tv reported invaluable for toy-buying traffic

There's nothing like tv advertising of toys to draw customers into drug stores, major drug chain buyers report.

The report is carried in drug editions of *Chain Store Age*.

The buyers say that the pre-selling techniques of tv advertising help increase volume without in-store demonstration and salesmanship. They estimate that while tv-advertised items account for only 10% of the total toy market, video promotions help sales

Some people may want to stop trend—but not advertisers

There may be some dissatisfied with ABC-TV programming, but the malcontents do not include the paying customers. This is reflected in the gross time billings of the three tv networks for the first quarter of 1961 released last week by Television Bureau of Advertising. The report shows:

- ABC-TV with a 20.3% rise in billing is narrowing the gap between it and the leader (ABC-TV consistently has trailed the other networks in daytime activity while its billing in prime evening time has been on a steady increase).
- CBS-TV did not pick up additional gross billing this quarter over the same period last year (the decline comes to some 5.1%). NBC-TV is now on a par with CBS-TV on a monthly basis and noticeably ahead in a quarterly comparison.

The networks cumulatively are ahead in total gross billings: a 6.2% gain, from $171.8 million in the January-March period of 1960 to more than $182.4 million this year.

Network Television Gross Time Billings

	March			January-March		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$13,487,460	$16,577,140	+22.9	$ 39,424,580	$ 47,414,630	+20.3
CBS-TV	24,043,799	23,085,353	— 4.0	70,498,328	66,909,058	— 5.1
NBC-TV	21,072,164	23,920,311	+13.5	61,976,770	68,154,484	+10.0
Total	$58,603,423	$63,582,804	+ 8.5	$171,899,681	$182,478,172	+ 6.2

Month By Month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February*	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,920,311	63,582,804

*February 1961 figures revised as of May 15, 1961

Network Television Gross Time Billings by Day Parts

	March			January-February		
	1960	1961	% Change	1960	1961	% Change
Daytime	$18,047,710	$22,072,950	+22.3	$ 52,036,324	$ 62,305,682	+19.7
Mon.-Fri.	15,176,992	18,827,410	+24.1	42,151,893	51,729,028	+22.7
Sat.-Sun.	2,870,718	3,245,540	+13.1	9,884,431	10,576,654	+ 7.0
Nighttime	40,555,713	41,509,854	+ 2.4	119,863,357	120,172,490	+ 0.3
Total	$58,603,423	$63,582,804	+ 8.5	$171,899,681	$182,478,172	+ 6.2

Source: TvB/LNA-BAR

throughout the store.

The trade publication predicts that for the rest of the year rifles associated with western tv programs and "talking dolls promoted on tv" will be big sellers, that more mechanical toys will get tv exposure, and that parlor games patterned after tv shows will make further inroads on the game market.

Agency's execs attach little value to college

Even though 70% of the executives employed by a national advertising agency agree their college training has helped them in achieving their present professional status, only one in five would make a college diploma a "must" for agency job applicants.

Reach, McClinton & Co., recently distributed a questionnaire to its executive personnel, on the value of a college education in the advertising field.

Questionnaires returned from the agency's six offices showed the majority of its staff was educated at eastern schools, and that 82% received bachelors degrees, 14% masters, and 2% doctorates. A total of 70% had no intention of going into advertising while they were in college. Some planned to be teachers (15%), writers or journalists (10%), lawyers (8%) and engineers (8%). They thought English composition and grammar of greatest value to students seeking an ad career.

ARF REPORTS ON MEDIA COMPARISONS

Perception study promising, says audience concepts unit

The Advertising Research Foundation's audience concepts committee spoke out last week on the subject of media comparisons in a report, three years in the making, called "Toward Better Media Comparisons."

The 30-page report, approved by the ARF board, gives no rules for comparing media. But it suggests how to approach what remains a complex problem by defining terms, developing a logic and pointing the way to further research.

A six-step advertising process has been marked by the committee: vehicle distribution, vehicle exposure, advertising exposure, advertising perception, advertising communication and sales response.

No productive comparisons can be made along the first half of this route, the committee feels. The first three steps are unacceptable "as directly useful measurements of the way in which advertising is received."

A key concept in the ARF approach to media comparison is perception. This is the level where the committee sees "the most immediately promising way by which to compare two media transmitting the same message"—promising in that it is least complicated by outside factors. But the committee does not know how to measure perception and says research is badly needed here.

In the complex areas of communication and sales response, the committee is encouraged by present experimentation, but says techniques are yet to be perfected. The committee calls for wholehearted industry support of any "thoughtful experimental approaches to the problem of relating advertising to its sales response." Sales response is "the most relevant to the advertiser, the most amenable to measurement, but the least dependent upon advertising and media alone of the response measures that we have discussed," the researchers say.

NBC Findings ▪ Dr. Thomas E. Coffin, NBC's director of research and a member of the audience concepts committee, said last week that "Toward Better Media Comparisons" should tend to discourage such comparison devices as "ad page exposure" and reach-coverage comparisons between media. One area where Dr. Coffin disagrees with other committeemen is in emphasis on perception as a starting point. His department at NBC has found it can measure the communication of television advertising, tracking changes in awareness and attitude in before-and-after studies. The NBC research staff is digesting the report for NBC salesmen and others.

ARF has sent copies to 1,400 persons at 300 member organizations (advertisers, agencies, media) and has requests for 450 more copies. Libraries, research companies and others ineligible to belong to ARF can get the report for $5.

Alcuin W. Lehman, president of the foundation, told members in a letter accompanying the report: "While the report stresses that the concept of perception offers, at this time, the most promise for making sounder comparisons between different media, it does not state that measurements currently available should be discontinued."

Dr. Seymour Banks, vice president in charge of media planning and research at Leo Burnett Co., is chairman of the audience concepts committee. Committeemen: Stanley Canter, vice president and research director, Ogilvy, Benson & Mather; Richard F. Casey, research vice president, Benton & Bowles; Dr. Coffin; Paul E. J. Gerhold, vice president and national director of media and research, Foote, Cone & Belding; Jack R. Green, associate media director, J. Walter Thompson Co.; Robert E. Hughes, advertising-promotion manager, *Sports Illustrated;* John H. Kofron, director of research, Chilton Co.; Frank W. Mansfield, director of marketing research, Sylvania Electric Products Inc.; and Herbert M. Steele, sales promotion manager, *New York News.*

Compton wins dairy billing

The American Dairy Assn., Chicago, is switching half of its $4 million account to Compton Adv., New York, from Campbell-Mithun, Chicago, on Sept. 1. Campbell-Mithun will continue to handle the other half for butter, cheese, evaporated milk, non-fat dry milk and two all-products promotions—June Dairy Month and a winter promotion.

Compton's billing will include American Dairy Assn.'s investment in NBC-TV's *Dinah Shore Show,* which starts Oct. 6. Compton will handle milk, ice cream, cottage cheese and fluid cream items. The association provides non-brand advertising and promotion for dairy products.

Tv food seminar

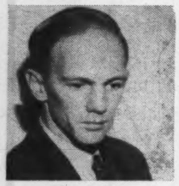
"The Appetizing Sell," a seminar devoted to the aspects—good and bad—of television food commercials will be held in Dallas beginning June 29 under the auspices of Keitz & Herndon, a film production firm in that city. Southwestern agency executives, advertisers, retail organizations and a panel of housewives will screen food commercials from around the country, rating and discussing the selling technique of each.

ARB JOINS C-E-I-R INC. IN MERGER

It's $3.5-$4 million deal; Seiler to head rating division

The merger of American Research Bureau and C-E-I-R Inc., a Washington-based "think" organization in economic and industrial research, was announced last week.

The tv rating service, founded in 1949 by James W. Seiler, will become a division of C-E-I-R, continuing its present activities with the same personnel. Mr. Seiler will be the director of the ARB division.


Mr. Seiler

Based on a sliding scale formula, the merger contract calls for an exchange of stock in which ARB stockholders will receive between 52,500 and 77,000 shares of C-E-I-R stock. The exchange is reckoned to be a $3.5 million-$4 million transaction. The transaction was handled by Blackburn & Co.

ARB, which pioneered in the diary system of rating tv programs, reported $3,195,000 in sales in 1960. It took over the Hooper tv rating service in 1955. In 1952, ARB consolidated with Coffin, Cooper & Clay, Los Angeles.

In 1958, ARB established the Arbitron system of measuring network tv programs by electronically linking several hundred tv homes in seven U.S. cities with the computing apparatus in New York. This permits virtually instantaneous results on viewing practices.

C-E-I-R was founded in 1954 as an electronic data processing and business services company. It specializes in economic and statistical analysis, electronics and communications engineering, operations research and system projects. Much of its work is done for the U.S. government, but it lists among its clients some giants of American industry (from ACF Industries to Westinghouse Electric Co.).

Originally founded as the Council of Economic and Industrial Research, it has "centers" in Washington, New York, Boston, Hartford (Conn.), Houston, Los Angeles, San Francisco and London. Sales for the fiscal year ended Sept. 30, 1960, were $5,769,880. Dr. Herbert W. Robinson is president of C-E-I-R Inc.

Happy landing?

The $6 million American Airlines account appears headed for BBDO. Two of the five agencies which figured in the competition after American left Young & Rubicam (AT DEADLINE, May 22) have lost interest. Ogilvy, Benson & Mather said the account didn't meet certain client "specifications" required of its clients, and Ted Bates & Co. announced its withdrawal without saying why. BBDO, which already services the Air France account, and maintains almost as many branch offices as American Airlines has planes, seemed the more likely choice to most observers. The other hopeful agencies are Lennen & Newell and Doyle-Dane-Bernbach.

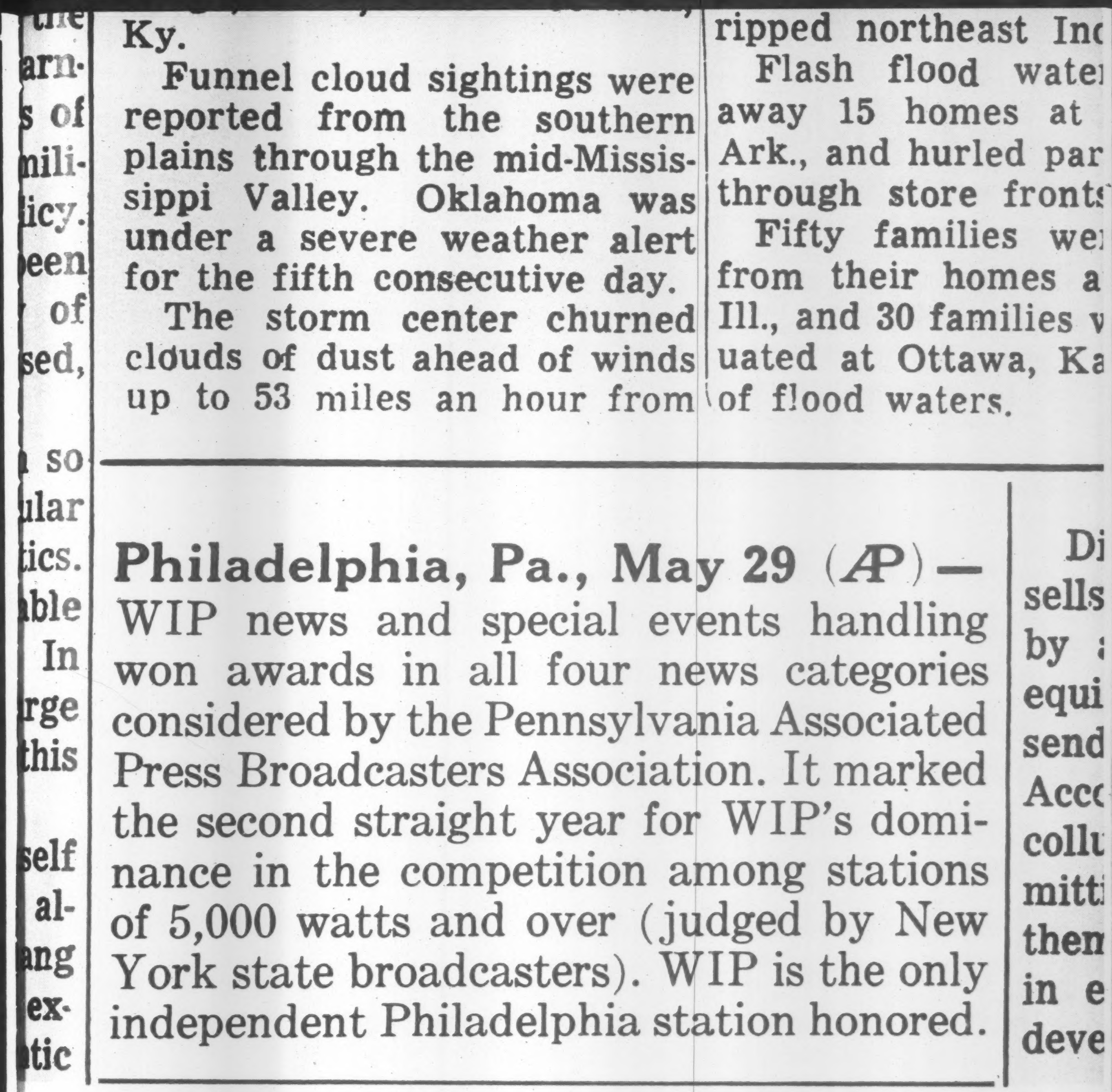
RAB seminars bring $1 million new business

Radio Advertising Bureau's current series of "department store radio advertising seminars" is responsible for producing more than $1 million in commitments from leading department stores to RAB and its member stations in 31 cities in the first four months of 1961. RAB also claimed last week that "hundreds of stations" report new sales which relate to circulated reports on retail advertising results in last year's Higbee Co., Cleveland project.

These highlights as well as reports on stations' new business were presented at a semi-annual RAB board meeting. RAB's board also approved: A $1 million-every-day plan to national advertisers; a four-market test beginning Oct. 1, in which RAB will undertake all local sales development activities for its member stations; a program of eight management conferences beginning in September, including a new section of "how to sell the big proposal"; a plan for expediting a new building in midtown New York as RAB headquarters, and a resolution expressing the board's sympathy to the widow of Kenyon Brown, former RAB board chairman, who died recently.

New members of the RAB directorate and committees are: Robert F. Hurleigh, MBS, to director, and Edwin K. Wheeler, WWJ Detroit, to the executive committee.

Frank P. Fogarty, RAB chairman, named Allen M. Woodall, WDAK Columbus, Ga., to head a nominating committee to select directors for 1962. Committee members are: Hugh K. Boice Jr., WEMP Milwaukee; Paul Braden, WPFB Middletown, Ohio; Gustav K. Brandborg, KVOO Tulsa, Okla., and John S. Hayes, Post-Newsweek Stations, Washington, D. C.



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Funnel cloud sightings were reported from the southern plains through the mid-Mississippi Valley. Oklahoma was under a severe weather alert for the fifth consecutive day.

The storm center churned clouds of dust ahead of winds up to 53 miles an hour from

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Philadelphia, Pa., May 29 (AP)— WIP news and special events handling won awards in all four news categories considered by the Pennsylvania Associated Press Broadcasters Association. It marked the second straight year for WIP's dominance in the competition among stations of 5,000 watts and over (judged by New York state broadcasters). WIP is the only independent Philadelphia station honored.

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"Outstanding News Operation." That's one category in which **WIP** won the only award. We won another exclusive award in the "Distinguished Contribution to Freedom of Information" category. Add to this two more awards: One of three awards for "Outstanding Coverage of a Special Event" and one of three for "Outstanding Reporting." Metrodelphians live with history via **WIP, Philadelphia, Pa.**

A Metropolitan Broadcasting Station, **Harvey L. Glascock,** V.P. & General Manager. Represented nationally by **Petry.**

Radio brings investment banker new business

The New York Stock Exchange last fall issued figures indicating a distressing lack of understanding by the general public about stocks, stock ownership and brokerage firms. A possible exception may be in and around Denver, where Boettcher & Co., one of the West's leading investment bankers, is in its fifth year on KOA as sponsor of four daily five-minute financial newcasts.

The newscasts, *Financial Highlights,* are broadcast by KOA's financial reporter, Glen Martin, at 9:05 a.m. and 1:05, 5:05 and 9:05 p.m. The first two shows are aired during trading hours directly from the Boettcher boardroom. They pick up trading activity in the background and present up-to-the-minute price changes and market developments as they occur on the floors of the exchanges.

Each broadcast carries highlight activities of the major exchanges, together with financial interpretations, latest market quotations, news and trends from Wall Street, plus briefs on the local unlisted security markets with selected quotations. Much of the material is provided to KOA by the financial wire.

Each *Financial Highlights* program opens with a recorded introduction of Mr. Martin as Boettcher & Co.'s "financial reporter," gives the times of the following broadcasts and continues with a one-minute summary of current market activity. A 30-second commercial is followed by approximately two minutes of stock market news, including representative quotations, market trends and analyses. The close repeats the averages and volume, solicits write-in material and reminds the audience of the forthcoming programs.

Agency Prepared ▪ The 30-second commercials (three to five a week) are prepared by the Galen E. Broyles Co., Boettcher's advertising agency, from material selected by the advertiser from its two-column eight-inch coupon ad in the *Rocky Mountain News* (Saturday) and the *Denver Post* (Sunday). Radio commercials built around the ad are rotated on *Financial Highlights* the following week. This system, the station claims, gives the client maximum value with a coordinated, effective combination of radio and newspaper advertising.

All commercials feature give-away material such as booklets of advice on investments, research and market reports, account servicing data and information on specific security offerings. One "institutional" or educational type spot is used several times a week to acquaint listeners with Boettcher & Co. services and facilities, to point out the services offered by two competent investment banking firms and to invite the listener to visit the company's offices for investment information and advice.

The system has proved especially effective in producing inquiries and developing new business KOA re-

Business briefly...

ASR Products, Division of Philip Morris Inc., New York, is introducing its new Pal Premium Edge Injector Blades with an approximate $1 million network tv campaign, starting June 5. The Pal message will be on five CBS-TV programs: *Douglas Edwards and the News, Perry Mason, Rawhide, Route 66,* and *Dobie Gillis.* Spot tv also is being considered. Agency: Benton & Bowles, N. Y.

General Mills, Minneapolis, in one of NBC-TV's largest single orders for the 1961-62 season, purchased sponsorship in eight programs beginning next September: co-sponsor of *National Velvet* (Mon., 8-8:30 p.m., NYT) and *Bullwinkle* (Sun., 7-7:30 p.m.). Its daytime lineup includes: *NBC News Day Report,* a five-minute mid-day broadcast; *Concentration* (11:30 a.m.-12 noon), *The Jan Murray Show* (2-2:30 p.m.), *From These Roots* (3:30-4 p.m.), *King Leonardo and his Short Subjects* (Sat., 10:30-11 a.m.) and *Pip the Piper,* a new children's show which begins June 17 (Sat. 9:30-10 a.m.). General Mills' agencies: BBDO, Dancer-Fitzgerald-Sample, both New York, and Knox Reeves Adv., Minneapolis.

Thomas J. Lipton Inc., Bristol-Myers Co. and **Block Drug Co.** will be major sponsors of CBS-TV's summer programs in the *CBS Reports* series, all starting June 8 (alternate Thursdays, 10-11 p.m., EDT). Lipton, via Sullivan, Stauffer, Colwell & Bayles, ordered one-half sponsorship of seven programs; Bristol-Myers, through Young & Rubicam, purchased one-thirds in seven programs, and Block Drug, via Grey Adv., ordered minutes in six *Reports.* Fedders Air Conditioners, through Hicks & Greist will participate in the June 8 presentation and also will participate in two June telecasts of *Face the Nation,* which alternates with *CBS Reports.*

Procter & Gamble Co., Cincinnati, will sponsor NBC-TV's nighttime color version of *It Could Be You,* which starts June 7 (Wed. 10-10-30 p.m., EDT) as the summer replacement for *Peter Loves Mary.* A daytime version of the Ralph Edwards production will continue Monday through Friday (12:30-1 p.m., EDT). P&G's agency: Benton & Bowles, N. Y.

General Foods Corp., and **P. Lorillard Co.** will co-sponsor *Glenn Miller Time,* a new live music series starting July 10 (Mon., 10-10:30 p.m., EDT) on CBS-TV. Johnny Desmond and Ray McKinley, both alumni of the Glenn Miller Army Air Force Band, will co-host the series, which will be the summer replacement of *Hennesey.* Agencies: Young & Rubicam (General Foods) and Lennen & Newell (P. Lorillard).

Gulf Oil Corp., Pittsburgh, will expand its sponsorship of public information programs next season with the purchase of NBC-TV's *Frank McGee's Here and Now,* which will premiere Sept. 29 (Fri., 10:30-11 p.m., NYT). The sponsor's contract involves an unique anti-triple-spotting clause [BROADCASTING, May 22]. Mr. McGee's programs, which will also cover "hard news," will include pictorial essays on medicine, science, sports, entertainment and other subjects which affect human life. Gulf's agency: Young & Rubicam, N. Y.

Edward Dalton Co. (Metrecal dietary product), Evansville, Ind., signs $3 million order which reportedly will give it representation on ABC-TV six nights out of seven through the end of this year. Order covers time in *Ozzie and Harriet, New Breed, Corrupters, Roaring 20s, Cheyenne* and, for the summer only, *Law and Mr. Jones, Asphalt Jungle* and *Walt Disney Presents.* Metrecal also will sponsor two daytime quarter-hours on ABC-TV. Agency is Kenyon & Eckhardt, N. Y.

Rep appointments...

▪ Herald Tribune Radio Network (WGHQ Kingston-Saugerties; WFYI Mineola-Garden City; WVIP Mt. Kisco; WVOX New Rochelle, all N. Y.): Venard, Rintoul & McConnell, N. Y.

▪ WQMR Washington, D. C.; WTCR Huntington, W. Va.: Spot Time Sales, N. Y.

ports. In a recent three-month period, for example, as many as 300 direct requests per week were received, the average running about 190. During the summer months, when interest in investments normally slackens, the average may drop to about 150 per week.

Boettcher management attributes a large share of its new business to its coordinated radio-newspaper program. The program has a large following for all four daily broadcasts, KOA reports.

KOA Denver's financial reporter, Glen Martin (l), and E. Warren Willard (r), managing partner of Boettcher & Co., before the stock returns board at the investment banking firm's offices in downtown Denver.

Also in advertising...

Research race ▪ The Advertising Research Foundation, N. Y., has announced a competition open to commercial research organizations to produce the best report on new techniques in advertising research. Deadline is July 7 and the best paper will be presented by its author at the annual ARF Conference Oct. 3-4 in New York. A jury of ARF committeemen will evaluate reports submitted for originality, clarity, soundness and usefulness. Inquiries may be directed to Dr. Charles K. Ramond, technical director, ARF, 3 E. 54th St., New York 22.

Agency sponsor ▪ Griswold-Eshelman Co., Cleveland, has purchased complete sponsorship of *Close-up*, daily news-feature show on WGAR, that city. The agency announced it will make all commercial time on the show available to civic and charitable groups in the greater Cleveland area.

CATRA chapter ▪ A new chapter of the Catholic Apostolate of Radio, Television & Advertising has been formed in Syracuse, N. Y. The officers are Bill O'Donnell, WSYR-AM-FM-TV, president; Ron Curtis, WHEN-AM-TV, vice president; Tom Coolican, Coolican, Coe & Coolican, treasurer; Pete Cavanaugh, WNDR, financial secretary; and Dan Casey, Conklin, Labs & Bebee, recording secretary. Arthur Hull Hayes, president of CBS Radio will be guest of honor at the June 11 meeting.

Name change ▪ Charles N. Stahl Adv., Hollywood, is now Stahl & Lewis Adv. Mr. Stahl continues as the agency's president with Donald D. Lewis, the new principal, as executive vice president. Mr. Lewis has been with Stahl Adv. for 10 years. The agency also reported that its New York office has moved into new and larger quarters at 500 Fifth Ave., result of its 87% increase in eastern billings during the past nine months.

Agency appointments...

▪ Norcliff Laboratories, Fairfield, Conn. (proprietary drug products), appoints Maxon Inc., New York, as its agency.

▪ Blue Channel Corp. (sea food), Port Royal, S. C., appoints Monroe F. Dreher, N. Y., as its agency.

▪ Eldon Industries Inc. (Toys), Hawthorne, Calif., appoints Kenyon & Eckhardt, N. Y., as its agency, replacing Guild, Bascom & Bonfigli, San Francisco, effective June 1. Budget is estimated at $1.2 million, of which about $1 million will be in spot tv.

▪ Lee County & Title Co. for Lehigh Acres, new community development near Fort Myers, Fla., has named Olian & Bronner Inc. Chicago to handle its account. Radio-TV in major markets will be used.

RADIO BOOSTS BUTTER

Radio spot campaign used to introduce new product

An advertising budget of nearly $100,000 in radio has brought "Whipstix," a new butter product, to fourth position in total retail store distribution in the New York metropolitan area since its introduction six months ago. And, says Sidney Kallner, radio-tv director of Pace Adv., New York, his client expects to sell over 3 million pounds of the new product this year.

To test radio's effectiveness for Whipstix (whipped butter made in stick form by Frederick F. Lowenfels & Son) Mr. Kallner suggested a test on five New York stations (WOR, WINS, WMCA, WNEW and WMGM) for Hotel Bar butter, Lowenfels' major product. The test took place during the summer, a traditionally slow season for butter sales. The 13-week campaign, which offered a premium of artificial roses, returned better than 10,000 replies.

Personalities from the five stations used in the test, and from WQXR New York, were invited by Pace and Lowenfels to "butter parties," at which the product was sampled and fact sheets and basic scripts for the planned 60-second spots were distributed.

Using an alternating schedule, with switching and juggling of time segments and personalities, the agency was able to achieve maximum audience coverage for the less-than-$100,000 budget. To back up the campaign, merchandising services, including trade mailings, personality visits to Whipstix retail outlets and store tag identification in the commercials, were used to spur distribution with jobbers and chains.

Pace, according to Mr. Kallner, plans to continue its now established pattern of "chatty" radio commercials, with the added possibility of some television ID's in the fall. Radio, however, will continue as the nucleus of Whipstix' future advertising.

HOTEL BAR
WHIPSTIX
EXTRA STICK! 3 Bars in This ½ lb.
NEW!
WHIPPED BUTTER
NOW in BARS

New radio client

Recession had little effect on tv sponsors

THOSE WITH BIG TV BUDGETS SHOWED PROFIT GAINS

It pays to advertise. And its pays best when it's done on television. Norman E. Cash, president of the Television Bureau of Advertising, offered statistical evidence of this from recession-period records to the National Sales Executive Convention last week in San Francisco.

The average company had no change in net profits in 1960 from the previous year, Mr. Cash said, quoting a survey of more than 3,400 businesses by the First National City Bank of New York. From the top 100 national advertisers, however, the average company reporting had a profit increase of 4.1% over 1959, according to the study.

Of the top advertisers, those who put more than half their advertising budgets in television increased profits 8.9%. Those who put a quarter to half their money in television had a profit boost of 5.2%, and those who put from nothing to a quarter into tv had a decline of 2.2%.

"We would be the first to admit that there are many factors at work which can affect profits," Mr. Cash acknowledged to the sales executives but went on to give specific indications of tv results.

In the food, soap, cosmetic and drug fields, the average company had a profit increase of 1.9% last year (the fields were combined, since many overlap). From the top 100 reporting advertisers, 26 food-soap-cosmetic-drug companies that put more than half their advertising money into tv realized an average profit increase of 7.3%.

Mr. Cash brought the presentation up to date with current research by TvB on gas and oil companies. The 11 largest companies this year had a first-quarter net income $87.6 million above the first quarter of 1960. Five of the 11, however, did most of the business, accounting for 82.2% of the total increase. The five profit leaders put 49% of their advertising budgets in television during 1960, Mr. Cash reported, and the six with smaller increases did 31.7% of their advertising in tv.

Sales success or failure may depend on the groundwork laid by advertising. With a growing shortage of good salesmen, consumer conditioning by advertising becomes a "must," Mr. Cash told the convention.

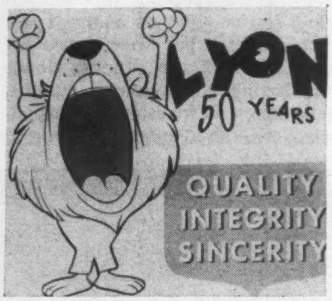
Shell said ready to return to tv

The prospects that Shell Oil Co. may move some of its $15 million advertising budget from newspapers back to the broadcast fold brightened last week, as reports mounted that Ogilvy, Benson & Mather, the agency handling Shell's consumer advertising billings, is about to contract for tv.

It was said that Shell, through Ogilvy, is about to sign for regional participation in telecasts of the New York Giants professional football games next fall. There are also strong indications that Shell is close to making a deal for sponsorship of a new CBS golf film series of 13 hours, covering championship matches from European courses, and that the company is investigating still other shows next season.

At Ogilvy there was no confirmation, a spokesman denying all reports as "unfounded." Shell people backed this up, saying the company is unaware of the origin of the stories and labeling them as "positively untrue."

They did, however, indicate that Shell, through Kenyon & Eckhardt, the agency handing its institutional budget, will renew its only present network commitment, CBS-TV's *Leonard Bernstein, Young People's Concerts.* Despite these flat rejections, reports persisted that Shell's involvement in both CBS sports programs lacked only signatures on the contracts.



A friendly roar

Lyon Van Lines is celebrating its 50th anniversary this year with the introduction of "Friendly Lyon" in its new television ID's being used in western markets. The animated spots were produced by Era Productions, Hollywood. Smalley & Smith, Hollywood, is Lyon's agency.

Block gets tv religion after Corega's success

The Block Drug Co., Jersey City, N. J., learned the power of dramatic tv commercials when its Corega denture adhesive product commercial, placed in ABC-TV daytime schedule three months ago, resulted in a sales boost of more than 20%. As a follow-up, Block has scheduled the Corega commercials for prime nighttime network shows beginning with the Groucho Marx show this month and including the summer re-runs of *Person to Person* in July. The commercials, conceived by Gray Advertising Agency and filmed by V.P.I. Productions, stress naturalness and realism. The objective is to show a typical denture wearer, in this instance middle income, "Bill Jenkins," going through a working day and evening, confident all day that his plate will stay firmly in place.

Parker plans radio campaign

Parker Pen Co., Janesville, Wis., plans a radio schedule of 40 spots weekly in each of 40 major markets in a back-to-school promotion from Aug. 20-Sept. 16 for its ball point and fountain pen lines. Art Foster, Parker advertising manager, said morning and afternoon radio has been chosen over tv to provide dealers and distributors with broader saturation in major markets and to reach outlying areas not now being served by tv but where the company has dealers. The agency: Leo Burnett Co., Chicago.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 18-24 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 18	**The Untouchables** (9:30 p.m.)	ABC-TV	27.7
Fri., May 19	**Arthur Godfrey** (9:30 p.m.)	CBS-TV	19.6
Sat., May 20	**Gunsmoke** (10 p.m.)	CBS-TV	24.1
Sun., May 21	**Candid Camera** (10 p.m.)	CBS-TV	31.2
Mon., May 22	**Andy Griffith** (9:30 p.m.)	CBS-TV	23.6
Tue., May 23	**Garry Moore** (10 p.m.)	CBS-TV	26.8
Wed., May 24	**Naked City** (10 p.m.)	ABC-TV	22.7

Copyright 1961 American Research Bureau

RCA Television

New TK-12 Monochrome Camera by RCA Provides

Finer Product Detail...Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. UE-22, Bldg. 15-5, Camden, N. J.

RCA Broadcast and Television Equipment, Camden, N.J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification

INSTANT
COFFEE
INSTANT
COFFEE

Improved Gray Scale to Dramatize Product Features

INSTANT
COFFEE

Networks almost out of tv spot field

ALL BUT ONE STATION HAVE FOUND NEW NATIONAL REPRESENTATIVES

The biggest redistribution of national spot advertising billing in the history of station representation was virtually completed last week: more than $20 million in business leaving the network spot sales organizations by FCC order.

The order, requiring that networks stop representing television affiliates in the national spot advertising field unless they own the stations, does not become effective until Dec. 31. But for practical purposes it is in effect now—or will be three days from now (June 1). That date marks the end of the period in which further court appeals may be taken in an effort to upset the order. There is no indication that any such last-minute effort will be made.

The redistribution neared completion last week when it was announced that WBTW (TV) Florence, S. C., formerly represented by CBS-TV Spot Sales, had named Adam Young Television as its new representative, effective July 1 (see page 41). With one exception—KONA (TV) Honolulu, which has been handled by NBC Spot Sales—all other stations formerly represented by network spot sales organizations have found new homes (see table, next page).

The list shows that of 13 television stations involved, the Katz Agency was named by three; Westinghouse's TvAR by three; Harrington, Righter & Parsons by two; and Blair-Tv, Blair Tv Assoc., Adam Young Tv and H-R by one each, with one station situation still unresolved. In some cases radio affiliates of the tv stations also moved to the new firm: Katz got two radio stations in this way (WAVE Louisville, KSD St. Louis) and the Blair organization got one (KSL Salt Lake City).

The annual national spot billings of the television stations involved range from an estimated $200,000 a year in the case of KONA (TV) to a high of about $2.5 million believed to be WTOP-TV Washington's national spot volume per year.

Only a little earlier, presumably in anticipation of the FCC's action, Katz had picked up another tv station from NBC Spot Sales (KOMO-TV Seattle, with billing estimated at $1.6 million) and also KOMO radio.

13-Year Fight ▪ When it becomes unappealable June 1, the order putting the networks out of the tv spot business will mark the end of a successful drive first launched by the Station Representatives Assn. some 13 years ago. The issue of network activity in the spot field was, in fact, one of the prime reasons for the formation of SRA, then National Assn. of Radio Station Representatives). That was in 1947. The next year it filed its petition asking FCC action.

The gap of more than a decade between the SRA petition and FCC action brought a turnaround in the result. In 1948 the independent reps were worried about network representation of radio stations. Television was a negligible factor. When the FCC finally acted, it was against network representation of television stations. The networks were allowed to continue representing independently owned radio stations. Hence, CBS Radio Spot Sales and NBC Radio Spot Sales continue to represent stations other than their own, while CBS-TV Spot Sales and NBC-TV Spot Sales are limited to their respective network-owned stations. (Actually the terms of the order would seem to permit them also to represent affiliates of networks other than their own, but this is not considered likely to happen). The third network television spot sales organization, ABC Spot Sales, went out of that business voluntarily in 1952.

Although the case started out against network representation of radio stations and wound up against tv representation, the basic argument advanced by SRA —and accepted by the FCC in its order —did not vary. This was that a network affiliation is so important to stations that the networks can use it as a club to force affiliates into their spot representation fold.

SRA contended this was true in radio when it started the case. By the time the decision was handed down the FCC held, and most reps seemed to concur, that it was no longer true in radio but more valid than ever in television. The other principal contention of the reps and of the FCC's decision was that the sale of spot advertising time is in basic conflict with a network's main business purpose, the sale of network time.

FCC Hearings ▪ Eugene Katz of the Katz Agency, John Blair of the Blair companies, Lloyd Griffin of Peters, Griffin, Woodward, and Frank Headley of H-R Representatives testified in behalf of the SRA petition in FCC hearings in 1949 and again in 1958 when the question came up during the so-called Barrow hearings on network practices. In addition, Edward Petry of the Petry representation firm and Paul Raymer of the Raymer company were leaders in the original opposition to net-

Your Best Buy Is Editorials by EARS, INC.

Starts
June 14

EARS is Radio . . . .

- Offers an editorial service at a nominal fee.
- Offers one-minute editorials on wide range of subjects.
- Offers 30 best editorials every week from U.S. newspapers.
- Offers thought-provoking, station-building editorials.
- Offers an editorial service approved by industry leaders.

The New York Times and more than 700 leading newspapers have given EARS, INC. written permission to use their editorials on U.S. radio stations.

EARS, INC.
509 Clearview Avenue, Pittsburgh 5, Pa.
WAlnut 2-4204

Editorials Accelerate Radio Sales

work activity in this field and in the formation of SRA, although they subsequently dropped out of that organization. Edward Voynow represented the Petry company in testimony against networks' spot activity during the Barrow hearings, and Lewis H. Avery of Avery-Knodel joined the SRA witnesses.

While the networks opposed SRA's bid—and were supported by the testimony of many of the affiliates they represented—only NBC and some of its stations carried the fight into the courts. The FCC handed down its proposed decision in late January 1959 (BROADCASTING, Feb. 2, 1959). When the final decision was issued some seven months later (BROADCASTING, Oct. 12, 1959), CBS elected not to pursue the issue. There was talk then that CBS might "sell" its tv rep organization to some of the stations it represented, but this deal never came off. NBC and four affiliates carried the case to the U. S. Court of Appeals for the District of Columbia (the four affiliates were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis and WRGB (TV) Schenectady).

The case's change of focus from radio to television had another effect: it increased the billings to be distributed.

The best estimates last week were that NBC Spot Sales and CBS Spot Sales in 1948 accounted together for $15 million to $20 million in annual billings at most—including those of the network-owned stations. These figures, essentially in radio billings, compare with more than $19.1 million for the 13 tv stations which were forced by the FCC's order to seek new representation, not counting KOMO-TV's $1.6 million switch, another $1.6 million representing the four radio stations which switched along with their tv affiliates or the billing of network-owned tv stations which were not affected by the FCC's order.

The following table shows for each network organization the tv stations it was representing at the time the FCC's final order was issued, an unofficial estimate of station's national spot billings, (net, after agency commission), the name of the new representative chosen by the station and the effective date of the change in station representation:

Station	Est. billing	To:	Eff. date
From CBS-TV Spot Sales:			
WBTV (TV) Charlotte, N. C.	$2 million	TVAR	June 1961
WJXT (TV) Jacksonville, Fla.	$1.2 million	TVAR	June 1961
KOIN-TV Portland, Ore.	$1 million	HRP	May 1961
KSL-TV Salt Lake City	$600,000	Blair Tv Assoc.	Nov. 1960
WTOP-TV Washington	$2.5 million	TVAR	June 1961
KHOU-TV Houston	$2.4 million	H-R	Sept. 1960
WBTW (TV) Florence, S. C.	$300,000	Young	July 1, 1961
From NBC-TV Spot Sales:			
KOA-TV Denver	$1.2 million	Blair Tv	July 16, 1961
WAVE-TV Louisville	$2.2 million	Katz	June 4, 1961
WCKT (TV) Miami	$1.3 million	HRP	July 1, 1961
KSD-TV St. Louis	$2.2 million	Katz	July 1, 1961
WRGB (TV) Schenectady	$2 million	Katz	July 1, 1961
KONA (TV) Honolulu	$200,000	?	?

BAR makes switch to electronic data

Broadcast Advertisers Reports has published its first electronically-processed reports on commercial monitoring and expects soon to be completely converted to electronic data processing. Reports on 3 million national, regional and local announcements in the top 75 tv markets will be sped to station, agency and advertiser clients, BAR said.

Schedules of more than 12,000 brands and services are being tabulated and printed by new equipment in Darby, Pa., where BAR is taking new quarters next month to accommodate the machines. The system will make possible new special tabulations in addition to standard card entries for each announcement showing time, station, market, length, type and product information.

Agencies smoothing out media-programming odds

The gap between media and programming at some major advertising agencies is narrowing. A discussion of the relationship of the two at the May meeting of the New York Advertising Media Planners last week ended in that general conclusion.

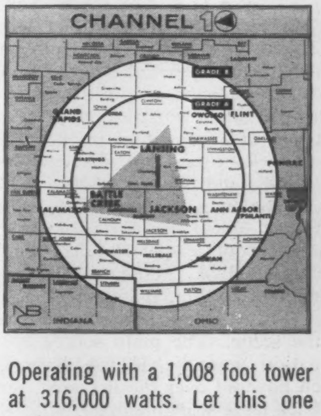
Warren Bahr, vice president and associate media director of Young & Rubicam analyzed their various functions. He suggested that feasible means of ironing out differences can come from better communications between the two, improved research techniques, a greater personality rapport between media and programming personnel, more exact definitions of each's sphere of influence, and as a last resort, management acting as an arbitrator.

Lee Currlin, vice president and manager of media, Benton & Bowles, said the two departments were brought closer at his agency under the aegis of Lee Rich, vice president in charge of broadcast operations and media. Mr. Rich, he reported, emphasizes the importance of media's role in programming, and as a result the two work together instead of in rivalry.

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



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WILX-TV 10

WKBW-AM-TV sale brings $14 million

CAPITAL CITIES BUYS BUFFALO OUTLETS FROM CHURCHILL GROUP

The sale of WKBW-AM-TV Buffalo by the Rev. Dr. Clinton H. Churchill and associates to Capital Cities Broadcasting Corp. for $14 million cash was consummated last Thursday subject to FCC approval.

Dr. Churchill, pioneer Buffalo broadcaster and evangelist, and Frank M. Smith, president of Capital Cities, jointly announced the transaction which ended months of speculation about imminent sale of the properties. Dr. Churchill, 73, will become a member of the board of Capital Cities, and his 29-year-old son, Clinton D. Churchill, vice president and station manager of the Buffalo properties, will become vice president and general manager under the new ownership.

The transaction is for the purchase of all of the stock in the two corporations operating the Buffalo stations. Dr. Churchill owns all of WKBW radio, which he established in 1925, and 51% of the stock of WKBW-TV Inc. other owners of WKBW-TV are Edward H. Kavinosky 24%; Alfred Anscombe, Darwin Martin, Haskell Stovroff and James Stovroff, 5% each; and R. P. Stovroff and Nancy S. Gordon, 2.5% each.

WKBW-TV is on ch. 7 and is ABC-TV's primary affiliate. Represented by Avery-Knodel, its highest hourly rate is $1,250. WKBW radio, operated independently, is on 1520 kc with 50 kw. It also is represented by Avery-Knodel.

Mr. Smith

Dr. Churchill

Capital Cities, in which Lowell Thomas, CBS commentator, and Mr. Smith are principal stockholders, a fortnight ago contracted for purchase of WPAT-AM-FM Paterson, N. J. (covering the New York metropolitan area) for $5 million (BROADCASTING, May 22). Other Capital Cities stations are WROW and WTEN (TV) Albany; WPRO-AM-FM-TV Providence, R. I.; WTVD (TV) Raleigh-Durham, N. C., and uhf station WCDC (TV) Adams, Mass.

Mr. Smith expressed gratification over the decision of both Churchills to continue their active association with the Buffalo properties—Dr. Churchill as a member of the board of Capital Cities and the younger Churchill as general manager. The full resources of Capital Cities, he said, will be used for further expansion of the "outstanding service" rendered by the stations.

Fire telecast keeps curious public away

Television's ability to keep the public informed of a local news event and to keep them at home and out of the way was demonstrated the evening of May 12 by KTLA (TV) Los Angles. The station cancelled its regular schedule to cover a fire in the Hollywood hills that endangered the lives of hundreds of residents and destroyed more than $1 million worth of property.

It was at 8 p.m. that trucks of the Los Angeles Fire Dept. first answered the alert and before 8:30 KTLA was on the air with its coverage, which continued until well after midnight, from the roof of the station's studios on Sunset Blvd., about a mile away from the fire. Minutes after the alarm, three KTLA ground remote units were on the scene. The main source of information was the KTLA helicopter which hovered over the fire area, sending back large-scale pictures.

On May 15 KTLA received a letter from Los Angeles Mayor Norris Poulson in which he stated he used KTLA's report as "my official contact with what was happening. I was especially pleased with your drive to keep the people away from the area because of the traffic jam. This was a real public service."

In addition Supervisor Frank G. Bonelli of the Los Angeles County Board of Supervisors requested a video tape of the show be sent to Washington for showing to the state's congressional delegation and other interested parties. Mr. Bonelli recently returned from Washington on a mission to impress upon the legislators the seriousness of the Southern California fire problem.

Public stock offering sought by catv system

A cable community antenna tv corporation intends to offer the public 34.8% of its stock in an offering filed with the Securities & Exchange Commission last week. International Cablevision Corp., New York, which operates catv systems in Vero Beach and Fort Pierce, Fla., San Angelo, Tex., and the Virgin Islands seeks registration of 164,850 shares of Class A common stock at $10 per share on an "all or nothing best efforts" basis (offer to be withdrawn if all the stock is not sold.

Of the proceeds $220,000 will go as down payment on a construction contract not to exceed $1.5 million for catv systems in Tallahassee, Panama City and Eau Gallie, Fla.

The Texas system in fiscal 1960 had a gross income of $75,730; operating expenses were $61,761 and the operation showed a net profit of $8,691. The Florida system from July 1, 1960, to March 3, 1961, had gross income of $30,674, operating exepenses, $27,227, selling, general and administrative expenses of $40,360 and showed a net loss of $41,613.

In Texas, ICC has 1,200 subscribers and a backlog of about 300. Each subscriber pays $35 installation fee and $5 monthly charges. There are 675 Florida subscribers and a backlog of 130 for $45 installation fee and $5 per month. The Virgin Islands system has 475 subscribers, 40 on the waiting list; there, installation costs $20 but the monthly fee is $10.

Officers ▪ Ralph M. LaPorte, president, owns 10% of the Class B stock. Elma C. Gunter, vice president, also has 10% of that class and Henry M. Diambra, a director, hold 16%. Mr. LaPorte owns a furniture store in Florida; Mr. Gunter is in the appliance business and until last month (when he voluntarily withdrew) was an applicant for ch. 3 San Angelo, Tex. Mr. Diambra is president of Entron Inc., which sells electronic equipment to the catv systems. John W. Servies, a director and stockholder, is vice president of National Theatre Supply Co., the prime contractor for the principal city-wide coaxial cable tv transmission systems in Florida.

The company said tv translator, booster or satellite stations offer little effective competition to catv systems.

AUTOMATION PROVING LAB

Re-education fund to help displaced workers learn new skills and find new employment

The broadcasting industry is serving as proving ground for a plan to offset loss of jobs due to automation.

A re-education fund to help broadcast employes displaced by automated equipment and program services was announced May 26 by International Good Music Inc., Bellingham, Wash., am-fm program service, and the International Brotherhood of Electrical Workers.

Within a fortnight IGM and IBEW are expected to announce appointment of a nationally known educator to serve as trustee and to administer the training and re-training project with the aid of three government educational funds.

Announcement of the IGM-IBEW plan came just a day after President Kennedy had sent to Congress (May 25) a manpower development and training program designed to train or re-train several hundred thousand workers in new occupational skills to offset the impact of automation and industrial change. The plan includes subsistence and reallocation allowances for long-term unemployed. The President called it "a positive answer to the challenge of technology."

There was no connection, however, between the IGM-IBEW plan and the President's message to Congress other than their common approach to job problems created by automation.

A Pattern ▪ Secretary Arthur J. Goldberg and other Dept. of Labor officials have reviewed the trust fund proposal. Hope has been expressed this new IGM-IBEW approach to the problem of automation and employer responsibility may serve as a pattern for all American industry.

Although IBEW and other broadcast unions have announced no plans for similar trust agreements elsewhere in the industry, it appeared at the weekend they are likely to seek arrangements of this type with program suppliers and equipment makers in the automation field.

The IGM-IBEW contract is based on the estimated gross IGM sales, taken off the top. The amount to be paid by IGM was set at 5%. IBEW has a labor contract with IGM, which supplies a program service to stations with or without related automated equipment to play four-hour tapes.

In some respects the project is similar to the Recording Industries Music Performance Trust Funds, set up in 1948 when recording and transcription manufacturers agreed to make contributions to a trust fund to finance free public concerts by the American Federation of Musicians. Samuel R. Rosenbaum is trustee of this fund (see story page 82).

The IGM-IBEW trust fund might reach $500,000 in two years, according to the joint announcement by the parties. This estimate is based on estimated IGM sales plus government funds for re-education (Smith-Hughes Act, George-Barden Act and National Defense Education Act of 1958).

Lessen The Shock ▪ "Automation will create more income and wages than it destroys," the joint agreement says, "while creating new channels of employment and destroying old ones. It is reasonable to establish a fund to lessen the shock to those employes displaced by automation."

Rogan Jones, IGM president and a Pacific Northwest pioneer in broadcasting, described re-education of employees displaced by automation as "a form of profit sharing." "Having practiced this in my own business (KVOS-AM-TV, KGMI-FM Bellingham) for a number of years, I very much believe that this is a step in the same direction," he said. "Good management never finds that good wages are a bar to profitable operations. We hope this will have the same effect."

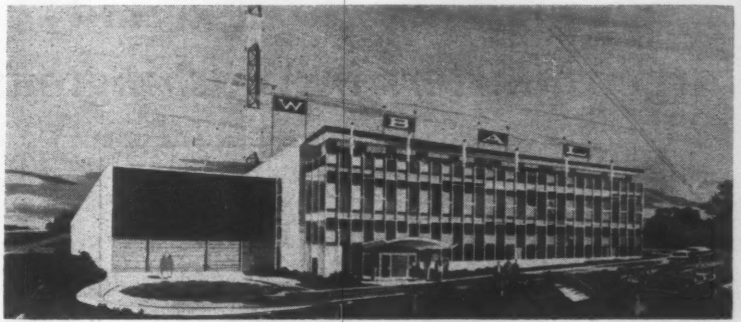
Gordon M. Freeman, international president of IBEW, said, "We do not feel that the worker should bear the full impact of automation. We think that management and society, which stand to benefit from technological change, have responsibility to the worker directly affected. The substitution of machine skill for human skill must not result in reduced living standards for a large number of workers, even over the short run."

Displaced employees who qualify for benefits from the IGM-IBEW trust fund will not receive cash payments. The benefits will take the form of educational training or retraining from established schools with the cost paid directly by the fund to the schools. The specific type of training provided each individual will be determined by the results of aptitude tests given the applicant by the U. S. Employment Service and by other criteria set by the trustee.

IBEW takes the position that severance pay is inadequate in the case of workers displaced by automation, since the worker may become a ward of society. The U. S. Employment Service will rate applicants for trust benefits in first, second and third aptitudes. The worker will be allowed to choose the aptitude he prefers. The agreement specifies the displaced worker must have been employed at his job five years.

WHAS wins honors for news

WHAS Louisville took top honors in the annual Associated Press-University of Kentucky Radio News awards presentations, according to the AP. The Louisville outlet was cited for best



WBAL stations building $2-million home

Ground has been broken for a new $2 million broadcast house for WBAL-AM-FM-TV Baltimore, a four-level, 62,000-square-foot facility (see photo above). Planned as part of an extensive redevelopment program in metropolitan Baltimore, the structure will be adjacent to the new multi-million-dollar Jones Falls Expressway, connecting downtown Baltimore with the city's suburbs. The new building will feature three drive-in studios, three am-fm studios, two fully equipped bowling lanes and a complete color tv operation. Provisions have been made for four video tape and 10 film machines, seven 4½-inch orthicon tube cameras and six separate, all-transistor, self-contained switching systems.

overall news coverage (in a special category for all Louisville stations) and best single-story coverage (the 1960 presidential election).

Other winners WSAC Radcliff, for an editorial attack on a Hardin County school problem; WHOP Hopkinsville, for overall news coverage (outside the Louisville area); WHLN Harlan, a special citation for feature coverage.

Radio's an idea medium, Webster tells ADS meet

Radio's new image is that of a major medium of ideas, Maurie Webster, CBS Radio vice president and general manager of CBS Radio Spot Sales, told the annual banquet of Alpha Delta Sigma in New York last week.

While defining the new and future profile of radio and noting its strengths (see OUR RESPECTS, page 103), Mr. Webster also stressed the medium's needs to develop new yardsticks, and to learn how to better use the measureing tools it now has "to help the advertiser find the right audience . . . at the right time."

CBS Radio Spot Sales released a sales presentation to show how selected spot radio campaigns can augment network tv schedules to add considerably to the unduplicated audience.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WKBW-AM-TV Buffalo, N. Y.: Sold by Dr. Clinton H. Churchill and associates to Capital Cities Broadcasting Corp. for $14 million (see page 34).

▪ KOCO-TV Enid-Oklahoma City, Okla.: Sold by L. E. Caster estate and others to Capital City Investment Co. for $3 million. Capital City is headed by John Kirkpatrick, Oklahoma oilman, and includes P. R. and L. D. Banta, Dean McGee, and others among whom are three associated in the ownership and management of WREX-AM-TV Rockford, Ill. (Joe Baisch, Gertrude Franzen and Clint Maslen).

The WREX stations are principally owned by the Caster estate. Messrs. Kirkpatrick, Banta and McGee will hold about 70% among the four of them, and the remaining 30% will be distributed among 12 other stockholders. The Messrs. Banta are already stockholders in KOCO-TV; Mr. McGee is associated with Sen. Robert S. Kerr (D-Okla.) in the ownership of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and a 45% interest in KVOO-TV Tulsa, Okla. KOCO-TV is on ch. 5 with ABC affiliation. It was founded in 1954 by George Streets and the Bantas and sold to its present ownership in 1957 for $950,000 plus assumption of debts exceeding $500,000. Ben West, present general manager, will remain in the same capacity.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 90).

▪ KIEV Glendale, Calif.: Sold by David H. Cannon and Reed E. Collister to Southern California Brodcasting Co. for $400,000 plus $50,000 to Messrs. Cannon and Collister over a 50-month period for consultant services. Southern California Broadcasting Co. is headed by William J. Beaton, veteran of broadcasting in Southern California and for the last 16 years manager of KWKW Pasadena, and Dr. George P. Landegger and Allen O. Dragge.

King tells Dakotans he sees 'golden age'

The broadcasting industry's outlook for the future is good as it moves toward a "golden age," the South Dakota Broadcasters Assn. was told May 26 by Al King of the NAB station relations department.

"We've had tough FCC chairmen before and we've lived through them," he said, referring to the speech Newton N. Minow, commission head, delivered at the NAB Washington convention. "What we have today that we did not have in the days of the Durrs, the Flys and the rest," he said, is industry maturity and stronger leadership under NAB President LeRoy Collins.

Mr. King said things are "never quiet along the Potomac," pointing to proposals for FCC reorganization, which Gov. Collins has opposed; new FCC reporting forms; licensee fees, and a citizens program review board. He said the NAB-sponsored elimination of the overtime provisions of the wage-hour law for certain jobs in small markets will help three-fourths of the broadcasters in South Dakota.

National Audience Board query

The National Audience Board is conducting a survey, largely among community opinion leaders, to obtain their evaluation of both programming and commercials on television. Results of the study are expected to be ready by this summer.

The board announced it has mailed several thousand questionnaires to members and to organizations cooperating in the project. A total of 10 categories of tv programming and 12 categories of commercials will be evaluated. The

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study also will attempt to learn which of the 15 network public affairs programs are watched regularly by opinion leaders; which network public affairs programs are considered "most outstanding," and which nights of the week are set aside for substantial viewing.

CBS Radio shuffles program originations

There were indications last week that CBS Radio was preparing to tighten its west coast operations. One coast produced program, *Johnny Dollar,* has moved to New York, and another, *Gunsmoke,* is going off the air, effective June 25. The latter's replacement, *Suspense,* which has been off the network for several years, will originate in New York. Lloyd Bromfield, who handles publicity for the network's west coast radio operations, is retiring July 1, and his duties will be assumed by CBS Los Angeles station KNX. There were reports, too, that Lucian Davis, the network's Hollywood production supervisor, will also soon be moved.

CBS Radio officials in New York denied published reports that the network will fold its west coast operations. They pointed out that CBS is still producing five shows in Hollywood including the Bing Crosby-Rosemary Clooney program, *Art Linkletter's House Party, In Hollywood,* and two public service programs. A spokesman said that "Bing Crosby isn't likely to come to New York to do his show and we aren't likely to cancel him when he's almost always completely sponsored." They explained *Johnny Dollar* was moved because New York offered better facilities for the show.

L. A. ad women awards

An animated cartoon tv commercial for Carnation Evaporated Milk won Rubye Mae Griffith of Edwin Wasey Ruthruaff & Ryan, Los Angeles, a golden "Lulu" trophy in the 15th annual achievement awards competition of the Los Angeles Advertising Women. It was judged best one-minute video commercial in the competition, open to all professional advertising women in the West.

Second award in the tv category went to Orva Huff Smith of Phillips-Ramsey Inc., San Diego, for her ten-second animated ID spot for Golden Tulip potato chips. The awards were presented May 23 at the LAAW awards banquet.

Spanish radio-tv advisors

Chavez-Siqueiros International Co., a new firm specializing in radio and tv technical and advertising advice for Spanish-language operations, has been opened in El Paso, Tex. The company will offer planning and consultation for media in the Latin American markets of the United States, Mexico, and Central and South America.

The founders of the firm, John Chavez and John Siqueiros, both have wide experience in Spanish-language media. Mr. Chavez has been a tv producer-director for Inter-American groups, and until recently owned and managed KIZZ El Paso, which he also built. Mr. Siqueiros has been RCA distributors' representative in Mexico and resigned as sales manager of KELP El Paso to become a partner in the new company. Headquarters will be at 304-A North Staunton St., El Paso.

Ready for stereo—with all stops out

WUPY-FM Boston goes on the air Thursday (June 1) with a 24-hour jazz format in stereo, according to Harvey Sheldon, station president. Mr. Sheldon earlier had announced that WUPY-FM has bought an fm stereo multiplex (mx) generator. He said the station has been informed officially by RCA that it is the first fm station in the nation to order a new stereo generator matrix unit.

Mr.Sheldon

First user of commercials and jingles in stereo will be Franklin Insurance Co., Boston, national sponsor using local fm for the first time, Mr. Sheldon said.

Other sponsors include the Anthony restaurant chain in the area which has bought all newscasts for one year. Five-minute news on the hour will be offered around the clock.

And, in a manner comparable to the early radio broadcasters, WUPY-FM plans to help build its audience by an incursion into the set field, according to Mr. Sheldon.

The station is planning to produce its own fm stereo radios retailing for $39.50 including three speakers and an fm stereo tuner adapter for $19.95, he said. The sets will carry the name Wupy. The station rate for a five-minute newscast will be $9. WUPY-FM is licensed on 105.3 mc.

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Los Angeles

NEGOTIATIONS • APPRAISALS • FINANCING

Researcher: papers, tv complementary in news

Television and newspapers probably would discover they are more complementary than competitive if they would look at people and their relationships with the mass media in total context for a change, Eugene Webb, director of research for Northwestern U.'s Medill School of Journalism, suggested May 14 to the Illinois News Broadcasters Assn.

Speaking before INBA's spring meeting in Evanston, Ill., Mr. Webb said Medill is beginning detailed research projects in tv news and later will expand its studies into radio. A pilot study in February showed that people who watched the 10 p.m. newscasts found enhanced values in their morning newspapers, Mr. Webb reported. They read the morning paper with greater selectivity, he said, since tv had "indexed" it for them and highlighted stories of interest for which to look.

The preliminary study also evaluated the content of hard news among the two Chicago morning papers and four tv stations airing 10 p.m. news (the same time that morning papers lock-up copy). The findings showed tv very light (3%) on crime and sex news as compared to the papers (12%). The newspapers, however, gave five times the play to state politics as did tv. National news ranked first on tv but second in papers. Local news ranked second on tv, first in papers. International news rated third in both media.

On two days of the survey, the four tv stations presented a total of 71 hard news stories of which 35 did not appear in either morning paper. The two papers presented 207 stories not covered on tv, but Mr. Webb noted tv's limited time factor compared with a paper's expandable size. Mr. Webb also observed that viewing the 10 p.m. tv news or reading the morning paper tends to become "ritualistic" and the viewer or reader tends to think of himself as being "informed" for having performed the ritual.

Cueing error results in Garroway outburst

A slip up in an NBC-TV cue on the May 22 *Today* program led to an outburst from m. c. Dave Garroway and a later explanation by WSB-TV Atlanta, originating station, and NBC.

When a feed by Herb Kaplow, NBC-TV newsman, dealing with the Montgomery, Ala., race riots was missed because of a daylight time mixup in cueing, Mr. Garroway suggested the telephone company and WSB-TV might not want the rest of the nation to know what was going on down South.

J. Leonard Reinsch, managing director of the Cox stations, termed it "unfortunate that an entertainer in New York, without checking, made a gratuitous, emotionally inspired and totally inaccurate remark." H. G. Booth, public relations vice president of Southern Bell Telephone & Telegraph Co., said his company had met all requests for service made by NBC and other broadcasters. William R. McAndrew, NBC executive vice president for news, said it was "a mechanical failure." "We've always had great cooperation from WSB," he added. Mr. Reinsch said the Kaplow film and live report was fed later into the Garroway program.

Robert W. Sarnoff, NBC chairman, and Robert Kintner, president, voiced regrets to Mr. Reinsch for the Garroway incident. *Today* apologized the next day, Frank Blair setting the record straight.

WTTG (TV) to spotlight other stations' shows

To enable television to "put its best foot forward in this time of industry crisis," right under the eyes of its congressional critics, WTTG (TV) Washington this fall will inaugurate a new series, *A Look at America*, which will spotlight outstanding public affairs programs on stations throughout the country.

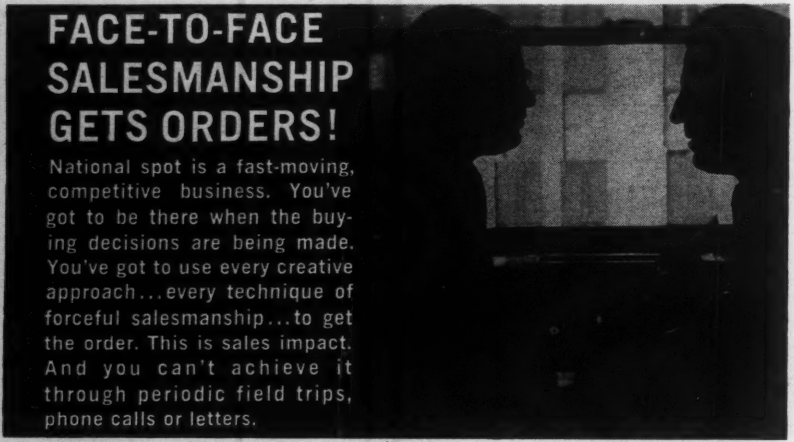
In making the announcement, Don Colee, vice president and general manager of the Metropolitan station, explained that the subject matter of the new show would range from "grass roots" to international issues. An additional feature will be the appearance of a member of Congress from the home district of the station where the program originates.

A Look at America, Mr. Colee said, is a natural for Washington with its "cross-section of the country's population," because it affords many residents an opportunity to learn about the issues in their respective home towns.

The new show is the first of several programming innovations, according to Mr. Colee, a newcomer to the station (since May 1), following a tenure at Metropolitan's WTVH (TV) Peoria, Ill.

KHAI debuts June 1

KHAI Honolulu, fulltime 5 kw station, is scheduled to make its air debut June 1. Operating on 1090 kc, KHAI will program classical music exclusively. Robert Sherman, owner, will handle station operation duties until a general manager is named. Sandberg/Gates & Co., San Francisco, is KHAI's national representative.



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That's why ... Weed hires salesmen with years of solid experience **in their territories.** In most cases, our men are native to the city in which they are based.

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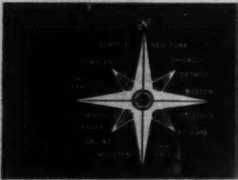

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LOCAL POLITICAL DEBATES

Stanton says CBS will give prime time if Congress removes restrictions of Sec. 315

The national campaign debates of 1960 should be given a test in state and local elections, in the opinion of Dr. Frank Stanton, CBS president.

A leading figure in the 1960 drive to suspend equal-time restrictions in favor of presidential debates, Dr. Stanton now wants Congress to suspend the restrictions for elections through 1963—congressional, state and local.

Addressing the Broadcast Advertising Club of Chicago May 24, he announced CBS will give prime evening time to candidates for several key state and local offices—if the equal-time limits are removed. He said the plan would provide a further demonstration of the ability of broadcasting to keep the electorate informed without lies or prejudice.

Dr. Stanton was presented the Sigma Delta Chi fellow award by the professional journalism society "in recognition of his continuing fight to free radio-tv from restrictive regulations, particularly Sec. 315." The presentation was made by Jim Bormann, WCCO Minneapolis, a member of the SDX executive board. It was one of three citations announced earlier by SDX.

Prime Time Offered ▪ "CBS is offering prime evening time in 1961 to the major parties in the New York mayorality campaign and the New Jersey gubernatorial campaign for their candidates to debate the issues," Dr. Stanton said, adding his requirement that equal-time provisions be lifted.

"Gov. Nelson A. Rockefeller of New York and Gov. Edmund G. Brown of California are also being offered, in behalf of their parties' gubernatorial candidates, prime evening time to debate in the 1962 campaigns. Their principal opponents will receive the same offer. Similar offers are being made to the parties in Chicago for the 1963 mayoralty contest. We will extend the same offer to any responsible third candidate who has serious appeal to the communities."

Dr. Stanton said CBS could make a flat offer of time right now if it could be sure the offices would be sought only by major-party candidates plus a substantial third party. He recalled that in 1957 there were six parties in the 1957 New Jersey gubernatorial campaign. He recalled, too, the Lar "America First" Daly candidacies and the FCC's 1959 ruling that equal-time restrictions apply to regular newscasts—a ruling that brought a form of moratorium on broadcast political news. This led to widespread protests and eventually an amendment of Sec. 315 to exempt newscasts, spot news, documentaries and scheduled interview programs.

Pointing to the special importance of fair coverage of election and political news, Dr. Stanton recalled the joint congressional resolution last year that suspended equal-time restrictions for the presidential and vice-presidential candidates. He said Chicago had special importance in the history of political news because of the Lar Daly incidents and the fact that the first Kennedy-Nixon debate was staged in the city.

The Debates ▪ "More than 115 million Americans witnessed the Democratic and Republican candidates in face-to-face exchanges of their views," he said in recalling the four major debates. And he added, "In November a higher proportion of voters went to the polls than ever before in our history. There has been no dissent about the effectiveness of the debates in stimulating interest in the campaign, in exposing the voter to both candidates rather than to only the one he favored, in drawing into the continuing dialogue which is the life of a democracy millions of people impatient with partisan orations. But in spite of the indisputable statistical and expository evidence of the impact of the debates, they could not, under present law, be repeated in the next presidential election."

Dr. Stanton reminded that Hitler and Mussolini abolished local elections at the outset, realizing that rigid control of a nation would not come easily where local elections remained free. He emphasized the decisive role of state and local governments in the United States and said state and local governments spend over $50 billion in public funds a year, around 50% more than the non-military expenditures of the federal government.

"No democracy has ever gone permanently under because of external conquest," he said. "But those that went down from internal weakness, from popular indifference or ignorance, from internal political corruption, have seldom been restored."

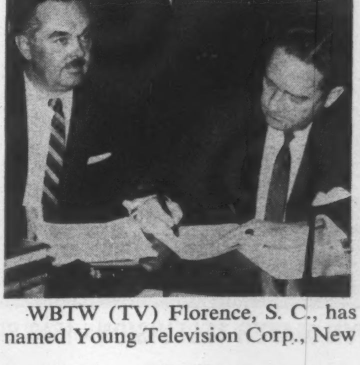
Basis For Survival ▪ An educated and informed public is the basis for the survival of democracy, Dr. Stanton emphasized. He cited the powerful influence of local and state officials and the need of permitting broadcasters to cover campaigns freely.

"We cannot hope to press forward the improvement of the essential democratic machinery if—instead of taking advantage of the technical achieve-

In Arizona, too

KOOL-AM-TV Phoenix, Ariz., informed that state delegation in Congress as well as Gov. Paul Fannin and Mayor Sam Maridan of Phoenix that it was offering free prime evening time during upcoming political campaigns to debate the issues. Tom Chauncey, president, said the offer was contingent on suspension or amendment of the Sec. 315 equal-time restrictions. He reviewed the arguments made by Dr. Frank Stanton, CBS president, in asking for a further suspension of Sec. 315 through the 1963 elections (see story this page).

WBTW (TV) appoints Young Tv national rep



WBTW (TV) Florence, S. C., has named Young Television Corp., New York, as national representative, effective July 1. The station, owned by Jefferson Standard Broadcasting Co., has been represented by CBS Television Spot Sales. Final arrangements were completed by Adam Young (l), president of the representation firm, and Charles H. Crutchfield, executive vice president of Jefferson.

WBTW produced an hour-long video tape presentation which was shown to the newly-appointed rep salesmen on May 19 to acquaint the rep firm with the station's operation, market and facilities. The production also will be shown to major agencies.

ments of our age making statewide meetings possible—we become victims of changes that have made the political methods of yesterday useless," he said.

"It is not the United States that is on trial before the world today. It is the survival of the democratic idea, the workability of democracy, in an age of relentless pressures. We must make democracy work. All our exhortations, all our negotiations, all our policies and actions are useless if democracy here at home does not work."

CBS sent a telegram May 24 to state and local Democratic and Republican parties in New York and New Jersey offering free prime evening time to debate the issues on WCBS-AM-TV, CBS-owned stations in New York.

SDX gets tax exemption under ruling by IRS

Sigma Delta Chi has been recognized as a professional society entitled to exemption from federal income tax by a ruling from the Internal Revenue Service. SDX is exempt under section 501(c)(6) of the 1954 code, which also exempts the American Bar Assn. and the American Medical Assn.

The ruling is based on such society activities as fostering the education of newsmen, professional seminars, freedom of information campaigns, ethical uplift movements and publication of *Quill,* national monthly magazine for journalists. Dues and other necessary expenses incurred by members in promoting SDX activities are deductible for income tax purposes.

E. W. Scripps II, vice president of Scripps-Howard Newspapers and national president of SDX, said the 61-year-old society is promoting "a rapidly developing program on 76 college campuses, in 60 professional chapters and in newsrooms throughout the nation, designed to increase the effectiveness and the prestige of journalists, individual news media and the profession itself.

N.Y. AWRT honors men

Over 70 top advertising, publishing and broadcasting executives were honored last week by the New York chapter of American Women in Radio & Television for giving "the girls" a chance to succeed in these predominantly male professions.

Some 200 women thanked "the most important men in our professional lives" May 25 at AWRT's first annual "Golden Circle" event, held at the Park Avenue home of Princess Helena Gourielli (Helena Rubinstein).

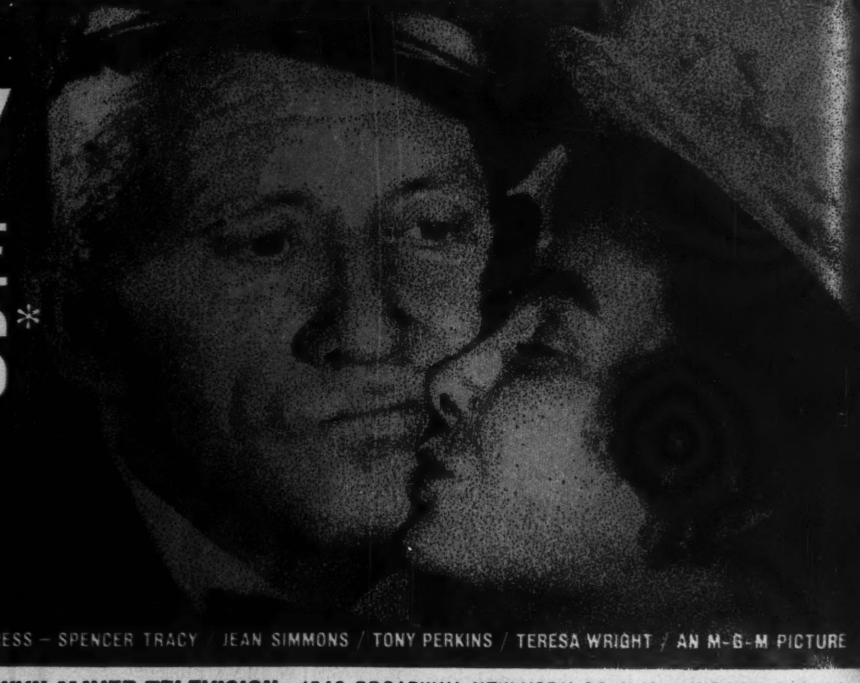
Miami officials stirred by WCKT (TV) report

Repercussions of an hour-long documentary, "Miami: Condemned," presented by WCKT (TV), that city, have left city officials mired in political chaos, according to the station.

The documentary charged that nearly 20% of Miami's population live in blighted or slum areas, "built from the ground up." The station said officials give little more than lip service to remedying the situation.

City Commissioner Henry Balaban, the station reported, viewed "Miami: Condemned" as a personal affront, and directed the city's attorney's office to investigate to determine if WCKT was susceptible to a libel charge.

Countering this action were Commissioners Joseph Dumond and George Dubrill who agreed that the slum problem was a result, in part, of political misgivings on the city level.



FROM THE STUDIOS OF M-G-M-A NEW TV ERA
SPENCER
TRACY
IN THE
ACTRESS*

THE NEW ERA IS HERE · THE BEST OF THE FIFTIES

*THE ACTRESS – SPENCER TRACY / JEAN SIMMONS / TONY PERKINS / TERESA WRIGHT / AN M-G-M PICTURE

METRO-GOLDWYN-MAYER TELEVISION • 1540 BROADWAY, NEW YORK 36, N.Y. • JUDSON 2-2000

CHECK YOUR MARKET
FOR AVAILABILITIES
TODAY!

Public reaction caused the station to re-run "Miami: Condemned" May 21. The station said it plans to press its attack on the slum problem, noting that corrective measures already are being planned.

Media reports...

Betty Award ▪ Lee Segall, president of KIXL Dallas, was named recipient of the 1961 Betty Award, given annually by the Assn. of Broadcasting Executives of Texas for "consistent contribution to the effectiveness and dignity of the broadcast industry." Past winners were Harold Hough, WBAP Ft. Worth, 1960, and Kern Tipps, KPRC Houston, 1959.

WLOL scholarship ▪ WLOL Minneapolis-St. Paul has established in conjunction with the U. of Minnesota a resident scholarship in the field of broadcasting. The scholarship wil be open to students entering their junior semester. A specially-appointed U. of Minnesota committee will make the final selection.

Stations in motion ▪ WBOF Virginia Beach and WYFI (FM) Norfolk, both Virginia, intend to move into new headquarters in the modern Golden Triangle, a combination motor hotel-office building-convention center in Norfolk. While WBOF will continue to maintain its studios in Princess Anne County, and will move only its offices into the motor hotel, WYFI plans to move its entire operation into the Golden Triangle. There, the station will feature a showcase type of operation on the mezzanine by which guests will be able to witness its entire 6 am to 1 am broadcasting schedule.

Instant success

Tele-Check, a system devised by KYW Cleveland to help advertisers and agencies keep abreast of their upcoming commercials, is as close as the nearest telephone. It works like this: By dialing a phone number an advertiser can hear a KYW personality introduce his spot and follow it with information on its schedule, when it is used and its audience.

Three separate telephone messages repeater units now are being used with one announcement per unit. The messages are taped, vary in length and are changed weekly. A register keeps a daily tally of phone calls.

The station reports the system has been an instant success.

Name change ▪ Effective today (Monday), The Washington Post Broadcast Div. (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.) becomes Post-Newsweek Stations, an aftermath of the Post's purchase of *Newsweek* (BROADCASTING, March 13).

Katz estimator ▪ The Katz Agency, station representative, last week published the 29th edition of "Spot Television Advertising Cost Summary," which is a reference guide for estimating spot tv costs in 228 markets. Included in the summary are formulas which, when applied to rates and market-by-market cost summary, may serve as a tool for estimating most spot tv budgets. Copies are available to advertisers and agencies.

Companion in operation ▪ WOW-FM Omaha, Neb., went on the air May 15. The station, which operates from 3 p.m. to 11 p.m. daily, is the companion affiliate of WOW-AM-TV, that city, owned by the Meredith Broadcasting Co. It operates on 92.3 mc with 21 kw. It will feature a good music format.

NOW! ONE OF 30 FABULOUS M-G-M POST '48 FEATURES

CLARK GABLE IN LONE STAR*

*LONE STAR — CLARK GABLE / AVA GARDNER / BRODERICK CRAWFORD / LIONEL BARRYMORE / AN M-G-M PICTURE

METRO-GOLDWYN-MAYER TELEVISION • 1540 BROADWAY, NEW YORK 36, N.Y. • JUDSON 2-2000

CHECK YOUR MARKET
FOR AVAILABILITIES
TODAY!
THE NEW ERA IS HERE
THE BEST OF THE FIFTIES

It's all over but the shouting

HARRIS BILL WOULD TAKE SOME STING OUT OF FCC REORGANIZATION

President Kennedy's plan to reorganize the FCC was still alive at week's end, but its demise, observers agree, is near. Already in the legislative mill is a bill authored by Rep. Oren Harris, chairman of the House Commerce Committee, to replace it.

The Harris bill (HR 7333) is designed to achieve the President's objectives of increasing the commission's efficiency. But it is aimed also at meeting many of the objections of those opposed to the President's plan.

Rep. Harris' bill would give the chairman less power, and the commission minority more, than would the President's plan. But it contains such basic provisions of the plan as authority to delegate all functions, the right of the commission to pick and choose among appeals it will hear *en banc*, and the abolition of the commission's review staff.

FCC Chairman Newton N. Minow and James M. Landis, the White House adviser who drafted the plan, indicated earlier in the week they would accept the modifications incorporated in Rep. Harris' bill. At a Senate Communications Subcommittee hearing Tuesday, they said they would willingly take something less than that provided in the reorganization plan.

The Opposition ▪ By that time, however, the fate of the plan was pretty well sealed. House Speaker Sam Rayburn (D-Tex.) had expressed opposition to it. The influential House Regulatory Agencies Subcommittee voted to oppose it. And it had been severely criticized at a House Government Operations Subcommittee hearing by four of the seven commissioners, by Federal Communications Bar spokesmen, and by a number of congressmen, including Rep. Harris, whose word in such matters carries considerable weight (AT DEADLINE, May 19).

The Operations Subcommittee voted to kill the plan, and on Thursday the full committee accepted this verdict. At the same time, the unit approved three other reorganization plans submitted by the President—those for the Securities & Exchange Commission, the Civil Aeronautics Board, and the Federal Trade Commission. None of the votes was unanimous.

The committee action, on a resolution of disapproval introduced by Rep. John S. Monagan (D-Conn.), was to be reported to the House today (May 29). A simple majority vote of the House is all that is required to kill the plan. As of last week, there was no evidence that the White House was exerting any influence to save it. And the presence of the Harris bill in the hopper was regarded as enabling the administration to abandon its plan gracefully.

Like the President's plan, the Harris bill would authorize the commission to delegate any of its functions to a division of the commission, an individual commissioner, a hearing examiner, or lesser employes. But the chairman could not be empowered to assign commission members to any of these delegated functions. He could, however, assign all other commission personnel.

Too Much Power ▪ The provision authorizing the chairman to assign all personnel, including commissioners, to duties was cited by all opponents of the President's plan as one of their reasons for objecting to it. They felt it would give him, the chairman, too much power and, since he serves at the President's pleasure, open the way to White House domination of the agency.

The Harris bill increases the influence of the minority in permitting a majority less one to rescind any delegation of authority. A majority of the commission would be required under the president's plan. This feature has been criticized by some of the commissioners who feared a majority that delegated powers might not rescind them even if a minority felt the chairman was abusing them.

The Harris bill retains the reorganization plan's provision for discretionary review on the part of the commission, with a majority less one being sufficient to bring any action before the full commission. The bill, however, requires the commission to pass on every application for review.

In addition to giving the chairman less power and affording the commission minority greater protection, the Harris bill goes into far greater detail than the President's plan and is written in the form of an amendment to the

State broadcaster groups oppose FCC plan

The proposed reorganization of the FCC (Plan No. 2), which would give the chairman additional powers, has drawn opposition from a number of state broadcaster associations. The White House plan also is opposed by important congressional interests and the NAB (BROADCASTING, May 22).

The Kansas Assn. of Radio Broadcasters board unanimously opposed the plan at a May 20 meeting, authorizing President Thad M. Sandstrom, WIBW-AM-TV Topeka, to contact all members of the state congressional delegation. In a message to the delegation members, Mr. Sandstrom said the association feels Congress should retain full and final authority in FCC operating matters. Broadcasters, he said, feel the public will be the loser if authority is concentrated in the FCC chairman and hence in the executive branch of the government.

Opposition by the Pennsylvania Assn. of Broadcasters, meeting last week at University Park, came with unanimous adoption of a resolution. At the opening convention address May 21, Sen. Hugh D. Scott (R-Pa.), a member of the Senate Commerce Committee, announced he would oppose the plan "as loudly and as vocally as I can." Sen. Scott charged the Kennedy administration with playing favorites in dispensing news breaks. Pierre Salinger, presidential news secretary, denied the charge, based mainly on an alleged tipoff to a few reporters about the Kennedy-Khrushchev meeting.

Rhode Island Broadcasters Assn. sent letters to key congressional figures opposing the President's Plan No. 2. J. S. Sinclair, WJAR-TV Providence, RIBA president, said the plan would eliminate the checks and balances in the regulatory process as well as the prestige and experience of the other six commissioners.

Kentucky Broadcasters Assn. opposed the plan because "it denies applicants their present privileged right of review of hearing examiner decisions by the Commission and because of its concentration of power in the chairman."

Communications Act of 1934, the basic statute creating the FCC. The alleged vagueness of the President's plan, as well as the fact that, unlike other legislation, it could not be amended, were additional reasons for its unpopularity.

Roadblocks Ahead ▪ There are indications, however, that the Harris bill will still run into some difficulties. At the Senate Communications Subcommittee hearing Tuesday, Commissioners Rosel H. Hyde and Robert E. Lee, for instance, said they felt litigants' right of review should not be impaired. And the FCBA can be expected to support this view.

At the hearing, the seven commissioners split 4-3 on the President's plan, as they did before the House Government Operations Subcommittee. But their inability to agree on constructive alternatives to the plan caused Sen. John O. Pastore (D-R.I.), subcommittee chairman, to explode.

"Why not come up with something constructive?" he demanded of the seven commissioners, who were sitting at the witness table below him. "I've waited 10 years for something constructive from you . . . If you have any suggestions, express them, and I'll introduce them. We need an answer."

Mr. Minow assured him the commission would submit draft legislation to accomplish the objectives of the White House plan. An FCC proposal to permit the seven commissioners to divide into panels is now pending in the Budget Bureau. A proposed bill authorizing the review staff to advise the commission on interlocutory matters is in the FCC files. The president's plan would remove the prohibition against the staff's giving opinions on any cases.

The Senate Communications Subcommittee was developing views on the plan to submit to the Senate Government Operations Committee, which has jurisdiction over reorganization matters. The Pastore unit was scheduled to conclude its hearing on Friday. However, it appeared that the House would defeat the plan before it got much further in the Senate.

KEED wins renewal

Licenses of KEED-AM-FM Springfield-Eugene, Ore., which were pending renewal for 16 months, have been renewed by a 4-2 vote of the FCC. The stations had been under investigation on charges of overcommercialization and of not living up to programming promises. Commissioner Robert T. Bartley said: "I would grant only a one-year renewal even though the term here involved is only 16 months." Chairman Newton N. Minow concurred. (Commissioner Frederick W. Ford did not participate.)

Conference ready to tackle agency troubles

A year-long drive to untangle some of the decades-old red tape fouling the regulatory agencies is coming to a head.

The first meeting of the Administrative Conference of the United States will take place the last week in June in Washington.

Begun under the aegis of President Eisenhower, and blessed by President Kennedy, the conference will be formally organized at the June meeting.

Preliminary organization already has been undertaken by a 10-man council. In two meetings, the council has drawn up a plan of organization and has made arrangements for the first meeting.

The chairman of the conference is Circuit Judge E. Barrett Prettyman. The vice chairman is Max Paglin, general counsel of the FCC.

Proposed is the establishment of nine standing committees, to study and recommend revisions in current practices and procedures within the regulatory agencies. The committees will study such subjects as personnel, internal management and organization, licensing, claims and enforcement proceedings.

The conference has 86 members, 44 representing 31 agencies, 31 representing practitioners and other outside interests, and the 10-man council. The council makeup includes five members representing agencies and five from outside this group. Judge Prettyman is the 86th member. Three members of each congressional house also are to be appointed to the conference.

Webster Maxon, Dept. of Justice attorney in charge of the Office of Practices & Procedures, is executive secretary.

The June meeting will be open to all interested parties, both inside and outside the government.

Can Minow swallow the broadcast industry?

SEN. MAGNUSON THINKS FCC CHAIRMAN RIGHT FOR JOB

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee thinks FCC Chairman Newton N. Minow is just what the broadcasting industry needs—"a pike in a carp pond."

Appearing on CBS Radio's *Capitol Cloakroom,* Sen. Magnuson said Mr. Minow, in his controversial NAB convention speech, discussed many things the senator has been thinking and talking about for some time.

"I think it's good to have in this new industry, with all its problems, a pike in the carp pond once in a while," and Mr. Minow evidenced he's going to be just that, Sen. Magnuson said.

According to the U. S. Fish and Wildlife Service, pike are "voracious, cannibalistic fish." Carp are "harmless" and feed on vegetation.

But Sen. Magnuson wasn't as critical of broadcasting as Mr. Minow. He said that although there are differences of opinion on programming, "I'm not going to censor programming" because the people in the industry "want to do as good a job as they can."

He said he believes the industry has done more in the past two years to become better—to fulfill its responsibility better—than it did in the prior ten.

Sen. Magnuson also discussed two of his favorite legislative projects—permanent suspension of Sec. 315 of the Communications Act and federal aid to educational television.

He thinks his bill (S 204) to exempt presidential and vice presidential candidates from the equal-time provision of the Communications Act will be passed. The programming made possible by last year's temporary suspension of the provision was a good contribution which the public appreciated, Sen. Magnuson said.

He also was confident that Congress will enact an aid-to-etv bill this session. He predicted federal help will lead to a national interconnected etv network. The Senate has already passed S 205, authored by Sen. Magnuson, which would give each state up to $1 million in federal funds for construction of etv facilities.

'Arrogant, overbearing'

A former broadcaster now in Congress described FCC Chairman Newton N. Minow's NAB speech as "an arrogant, overbearing violation of the American concept." Rep Donald C. Bruce (R-Ind.), former business manager of WIRE Indianapolis, made the remark in a discussion on the floor with Rep. David S. King (D-Utah), who had praised the speech.

FCC moves to review Boston ch. 5 case

The FCC last week set out its agenda for re-evaluating the four-year-old Boston ch. 5 television decision.

The communications agency ordered briefs filed within 60 days from May 24 and reply briefs 10 days afterward. The FCC also said oral argument will be held before the commission *en banc* —at a date to be announced later.

Commissioner T. A. M. Craven did not participate in the FCC action.

The Boston ch. 5 case is one of the half-dozen television cases in which charges have been made that off-the-record representations to FCC commissioners took place. The FCC found that two of the four applicants in the original 1957 proceeding engaged in *ex parte* conduct: WHDH Inc. and Massachusetts Bay Telecasters Inc. In a July 14, 1960, order, the FCC set aside its grant to the *Boston Herald-Traveler's* WHDH and ordered a comparative re-evaluation without disqualifying either of the two applicants. In its order last year the FCC also authorized WHDH to continue operating on ch. 5 under temporary authority. The Boston newspaper attacked the order, but lost in the U.S. Court of Appeals and, again earlier this month, when the U.S. Supreme Court refused to review that ruling (BROADCASTING, May 15).

The third applicant is Greater Boston Television Corp. A fourth applicant, Allen B. DuMont Labs. Inc., has withdrawn. Massachusetts Bay is headed by Alan Steinert as president; Greater Boston, by Arthur D. Cronin as president.

WDKD hearing may test local public's interest

Will the FCC's plan to hold local hearings on license revocations or renewals provoke complaints about programming, resentment against government scrutiny, or yawns at the whole matter?

Part of the answer may come from a hearing scheduled to begin Wednesday in Kingstree, S.C., with renewal of WDKD's license on the line. The FCC insisted the hearing be held in the station's locality under a policy strongly endorsed by Chairman Newton N. Minow.

The hearing was set on charges a WDKD disc jockey made "crude, vulgar and suggestive remarks" on the air. At WDKD's request the commission expanded the issues to embrace WDKD's overall programming during the most recent three-year renewal period (BROADCASTING, May 1).

"As far as public service goes, I'd put my station up against any in the country," E. G. Robinson Jr., WDKD licensee, said last week.

He said his public service activities over the period ran to thousands of announcements on behalf of churches, schools, scouts and charitable institutions, both white and Negro. In addition he has furnished m.c.s from station personnel for charitable dinners and gatherings without charge and has maintained a sound truck which he lends to various causes, Mr. Robinson said.

WDKD covers an area of some 35 miles and "extends public service throughout six counties," Mr. Robinson claimed. The population of Kingstree is about 4,000.

FCC further explains local hearing notices

To clear up possible confusion on the recent amendment to FCC rules which require local notice of hearings for license renewals, grants or sales of stations, the FCC last week issued further explanation.

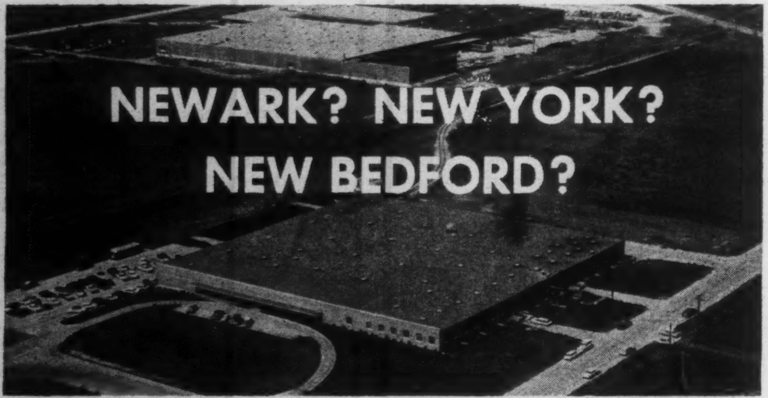
The applicable section in the rules requires publication of hearing notices at least twice a week for two weeks. Certain information pertaining to the notice must be filed with the FCC within five days after publication or broadcast of the notice.

Local notice of hearing must be given in all cases which are designated for hearing on or after Dec. 12, 1960, even if the application was filed prior to that date.

No hearing will begin until 10 days after the notice requirement has been satisfied.

In recent comments the Texas Assn. of Broadcasters objected to the commission about several aspects of the local-notice rule. TAB said fewer publications of notices would ease the burden on both the broadcaster and the commission because this would tend to minimize "bad faith filing of mutually exclusive applications."

Other changes suggested by TAB: Let the announcement be made through any media (in the case of license renewals, TAB said, the licensee's own station is the best way to reach "parties in interest"); Amend the rules to require anyone objecting to an application to furnish a copy of the objection to the applicant; institute a procedure whereby an applicant can petition the FCC to determine whether the hearing is to be held in the station's service area or, for reasons stated, elsewhere.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

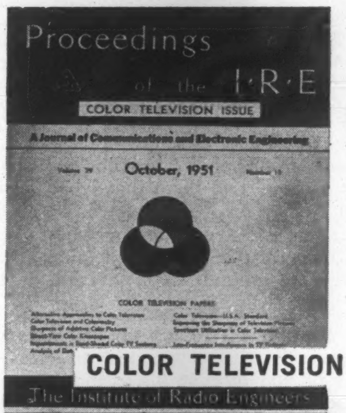
According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

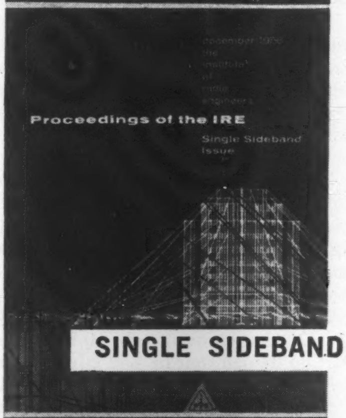
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

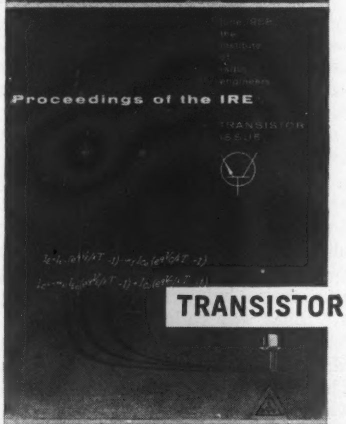
Photo: Mosow Screw Company—manufacturer of cola extruded special parts for industry—Greenville, Mississippi.


Proceedings of the I·R·E
COLOR TELEVISION ISSUE
A Journal of Communications and Electronic Engineering
October, 1951
The Institute of Radio Engineers

COLOR TELEVISION


december 1956 the institute of radio engineers
Proceedings of the IRE
Single Sideband Issue

SINGLE SIDEBAND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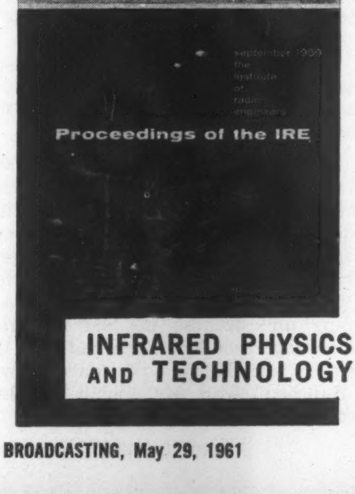
Proceedings of the IRE
TRANSISTOR ISSUE

TRANSISTOR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A second glance at Orlando's ch. 9

Lawyers' contacts studied in hearing on remanded grant

The FCC opened hearings last week on the 1957 grant of ch. 9 (WLOF-TV) Orlando, Fla., to Mid-Florida Tv Corp. looking into charges that ex-parte contacts had been made on behalf of the winning applicant.

Most of the testimony dwelt on the activities of two Orlando attorneys—William H. Dial and Hyman Roth—both of whom represented Mid-Florida in local matters but never before the commission. Mr. Dial had previously admitted, as developed by the House Legislative Oversight Subcommittee in May 1958, contacting former Commissioner Richard A. Mack several times while the ch. 9 case was pending.

Mr. Roth and other witnesses were questioned at length concerning a letter, allegedly signed by a Florida bar officer, he (Roth) sent the commission in 1953 casting doubt on the character of a principal in the competing applicant, WORZ Inc. WORZ had been favored in an August 1955 initial decision with the examiner finding that Mr. Roth, secretary and director of Mid-Florida, had attempted to deceive the FCC.

Following the Hill testimony on the Orlando case, the FCC's grant was one of several remanded by the courts because of ex parte contacts.

Orlando ch. 9 was remanded to the commission and the grant to Mid-Florida vacated in May 1959 as a result of the Hill disclosures. It is one of several such remands and is the fifth ex parte case to be heard by the commission. Chief Hearing Examiner James D. Cunningham is sitting for this case while special Examiner Horace Stern, a retired Pennsylvania justice, heard the others. The hearing covered five days (May 22-26) last week and is scheduled to be resumed Thursday (June 1) at which time the record is expected to be closed.

Dial's Activities ▪ Under questioning by Commission attorneys James T. Brennan and Hilbert Slosberg, Mr. Dial told of two personal talks with Commissioner Mack and several telephone calls and letters to the commissioner. He denied, however, that he at any time appraised any of the Mid-Florida principals of his activities in this regard.

Mr. Dial said that he came to Washington in October 1955, soon after the initial decision, at the request of John W. Kluge, at that time a principal stockholder, officer and director in Mid-Florida. Mr. Kluge had asked the Florida attorney to check the seriousness of the examiner's findings as related to Mr. Roth. Mr. Roth had submitted a letter purportedly signed by Irving Felder, secretary of the Orange County Bar Assn., calling attention to disbarment proceedings against William O. Murrell Sr., former WORZ principal. Mr. Felder testified in the comparative hearing he had no knowledge of the letter.

As a college roommate of Mr. Mack's, Mr. Dial said that when he came to Washington to meet with Mr. Kluge, Mid-Florida counsel Paul Dobin and President Joseph L. Brechner he also visited the then commissioner in his office and home. "I made a few factual statements to Mr. Mack on two different occasions but I at no time tried to impose my judgment on him or argue this matter . . ." Mr. Dial said.

His purpose, he said, was to urge the commissioner to investigate the charges against Mr. Murrell. "I felt in the public interest, since I did not know Mr. Murrell personally, I thought the matter should be investigated," he maintained. Mr. Dial said he again referred the Murrell matter to Mr. Mack in July 1956, shortly after the ch. 9 oral argument.

At the meeting with Messrs. Kluge, Dobin and Brechner, Mr. Dial said he reported a Florida bar investigation was underway regarding Mr. Roth's action in sending the letter to the commission. "I am positive that I at no time told them that I had talked to Mr. Mack," he stressed. Mr. Dial said he did report to the Mid-Florida principals that, in his opinion, there were no grounds for a sanction by the Florida bar against Mr. Roth.

Nothing Wrong ▪ The witness claimed that he violated no legal or moral standards in discussing the pending case with Mr. Mack but said that he "would not have felt absolutely right about mentioning it [the Mack contacts] to other people." His primary interest, Mr. Dial testified, was in getting a new tv service for Orlando and, secondarily, he wanted the grant to go to the right party.

Two former investigators of the Oversight Subcommittee, Baron Shacklette and Oliver Eastland, were put on the stand to rebut the testimony of Mr. Dial that he had told the investigators of his ch. 9 contacts with Mr. Mack. Both investigators stated that they interviewed Mr. Dial in relation to ch. 10 Miami and that he denied that he had contacted the former commissioner on any tv case.

"I would have opened another investigation right there . . . " if he had mentioned ch. 9, Mr. Eastland said. "Our interview [with Mr. Dial] was a complete waste of time," Mr. Shacklette said.

Mr. Brechner, who purchased Mr. Kluge's interest (25%) in WLOF-TV in the fall of 1959 for $350,000 (Mr. Brechner now owns 43% of the class B stock), denied that he had any knowledge of Mr. Dial's friendship with Commissioner Mack or that any contact had been made between the two. He said Mr. Dial was called into the case because of the examiner's decision, which Mr. Brechner labeled "preposterous." The Mid-Florida president said that he was not overly concerned because of the optimism of the applicant's Washington counsel.

He admitted that Mr. Kluge "raised the devil" but defended Mr. Roth and resisted Mr. Kluge's efforts to dump the firm's secretary.

'Stupid Thing' ▪ Mr. Kluge said the action of Mr. Roth "was a very stupid thing to do and . . . my whole feeling was to get Mr. Roth out of our application." After the initial decision favoring WORZ Inc., he said that he felt "there was some kind of conspiracy going on" because he had no prior knowledge that Mr. Roth had sent the letter. Mr. Kluge said that he was "disturbed" with Mr. Dobin and had words with Mr. Brechner.

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 7170. Rep. Emanuel Celler (D-N.Y.)—would require alien owners, distributors and/or suppliers of radio and television programs broadcasting in this country to submit to the jurisdiction of U.S. courts for the adjudication of claims brought against them. Commerce Committee. May 18.

S 1907 Sen. William Proxmire (D-Wis.)—would require government agencies to make available to the public all records, files, papers and other documents not specifically banned by statute from disclosure. Judiciary Committee. May 18.

Therefore, he said, he wanted Mr. Dial to check the situation in Florida and then report to him (Kluge) in Washington. Mr. Kluge said that Mr. Dial's report reassured him somewhat along with the confidence expressed by Mr. Dobin that the decision could be reversed.

Mr. Kluge said that, while he knew Messrs. Dial and Mack were friends, he had no knowledge of any contact between the two until the Oversight hearings. "I didn't ask him to go to the commission and he didn't volunteer any information to me," he stated. "As a matter of fact, I still don't understand why he went . . . Between Mr. Roth and Mr. Dial there have probably been spent several hundred thousand dollars all quite unnecessarily and, at this moment, I was just getting fed up . . ." (Mr. Kluge later said, when asked the amount of Mid-Florida expenses: "I couldn't tell you but I can tell you it was plenty." At another point, he said it was something like $200,000.)

Mr. Kluge pointed out that both Messrs. Roth and Dial are attorneys and said he could not understand "how they could do these things without consulting us . . . I have been in the broadcasting business for 16 years and I have yet to do anything that is improper."

Roth Testifies ▪ Mr. Roth admitted that he caused the "Felder letter" to be sent to the commission even before the comparative hearing began. He said he thought the commission should know that bar sanctions were pending against Mr. Murrell and that he learned this from a newspaper clipping (Mr. Murrell allegedly was in trouble for "ambulance-chasing").

According to Mr. Roth, the examiner had gone "completely haywire" in his conclusions relating to his (Roth's) activities in sending the letter with the disputed signature. The first he knew of any ethical complaint against his activities, Mr. Roth stated, was last week and that neither Messrs. Dial or Brechner ever discussed it with him.

He said that he did not know Mr. Dial had been retained by Mid-Florida to look into the matter and that he was "very indignant" to learn that additional local counsel had been hired. Mr. Roth, a 10% owner of WLOF-TV, said that he had been secretary-director of the company since helping organize it in 1953 and that he had never been asked to resign.

Mr. Brennan said last week that no charges of ex-parte presentations have been made against applicant WORZ Inc. The FCC reversed the initial decision and gave the grant to Mid-Florida on the ground, among others, William O. Murrell Sr. had an indirect ownership in WORZ Inc., through his wife and his son William O. Murrell Jr.

FCC checks network tv affiliation contracts

Network executives were speculating last week about the reasons for an FCC inquiry into tv affiliate contracts which contain non-standard compensation agreements. It was asked whether the commission's new interest is related to the revived option time rulemaking (BROADCASTING, May 8) or whether the agency plans to abolish all incentive plans.

CBS first was asked about its new plan, which will increase revenues received by an affiliate when over 60% of the network's programming is cleared, and how many affiliates had agreed to the incentive compensation. A few days later, ABC and NBC also were asked for information on their stations which do not receive the standard compensation.

A commission spokesman said that the information gleaned from the affiliation contracts undoubtedly would be utilized in the current option time rulemaking but refused to say if this was the primary purpose for requesting the information. He said that the commission is trying to find out the current relationship between networks and their affiliates and moves by the networks to "adjust."

JFK SEEKS INCREASED USIA BUDGET

Additional funds will enable VOA to increase service

President Kennedy has asked Congress for additional funds to help bolster the U. S. Information Agency's radio and television programs for the cold war areas of Latin America and Southeast Asia.

In the special message he delivered before a joint session of Congress Thursday (May 25) the President requested more than $121 million for USIA. This is about $2.5 million more than the agency asked for the fiscal year beginning July 1, and about $18.5 million more than Congress has appropriated for the agency in the current year.

The President said the additional funds would enable the Voice of America to increase Spanish and Portugese broadcasts to Latin America to 22 hours a week, compared to six today—none of which is in Portugese, Brazil's native tongue.

He said the Soviets, Red China and their satellites already broadcast more than 134 hours a week in Spanish and Portugese to Latin America, and that broadcasts from Havana are encouraging new revolutions in the hemisphere. These efforts must be countered, the President said. It is, he added, equally important that this country communicate its support to its friends in Laos, Vietnam, Cambodia and Thailand.

The President spoke a day after USIA chief Edward R. Murrow told a National Press Club luncheon the U. S. trails the Soviet Union, Communist China and the United Arab Republic in foreign broadcasts.

New Transmitters ▪ "But," Mr. Murrow said, "we certainly don't intend to remain in the fourth position." He said new transmitters are being built in Liberia and North Carolina and efforts are being stepped up in critical areas around the world.

As important as money to the agency is protection from "accordion financing," he said—"granting most of our budget requests one year, squeezing them tightly the next."

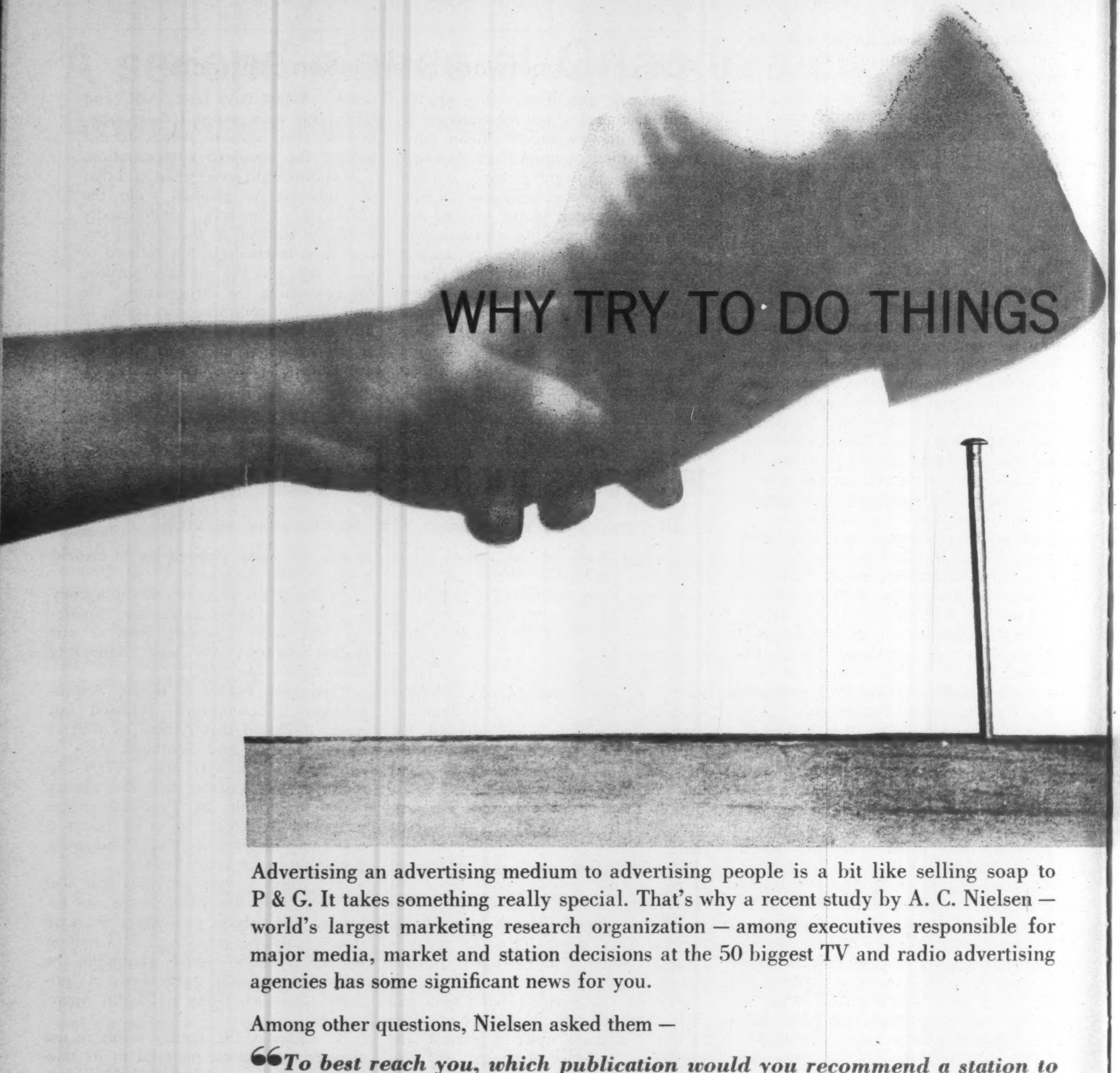
Testimony before a House Appropriations subcommittee, released last week, disclosed that Africa, as well as Latin America and Southeast Asia, is considered a priority area. VOA Director Henry Loomis said the agency plans to double its French-language programs to Africa to seven hours a week and increase its English-language programs to 14 hours weekly.

Television service activities will also be stepped up, according to the new request. The largest percentage increase in the USIA budget—from $1.8 million to $2.3 million—would strengthen the television program, particularly in "priority" areas in Africa and Latin America.

In addition, the agency wants to use privately produced material in its television and movie programs. Mr. Murrow told the subcommittee that "we must make wider use of material that is produced in this country that can be adapted to our uses abroad."

In his National Press Club speech—which demonstrated that administrative duties have not dulled his gift for graceful phrasing—Mr. Murrow said he is happier now than he was in final years with CBS.

"Not since the days of World War II have I worked with such frantic fascination," he said. In the question period, he sought to spike a rumor that he intends to resign as USIA chief. "There's nothing to it," he said. "I'm happy in my work."



WHY TRY TO DO THINGS

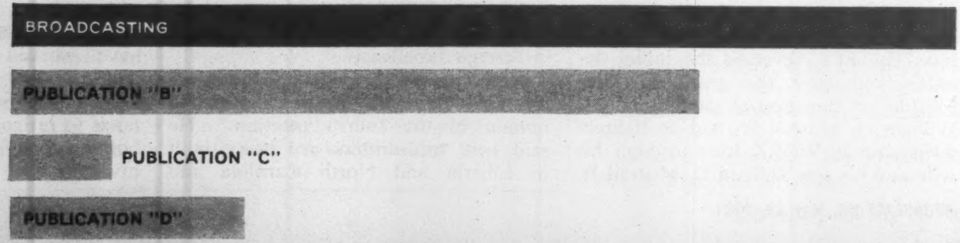
Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

BROADCASTING scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:

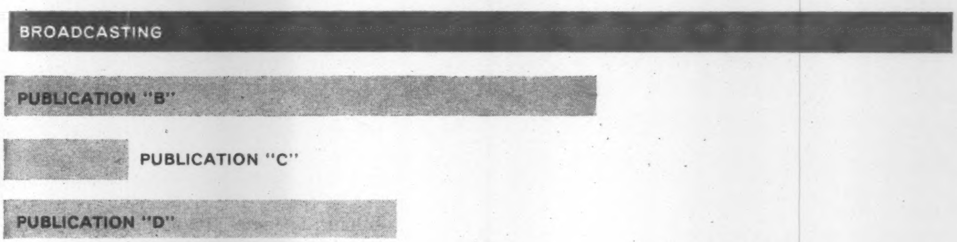


THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question–

"In which publication would a station's advertisement be likely to have the most impact on you?"

Here, BROADCASTING gets 57% more preference than publication "B"—and 80% more than "C" and "D" combined:



These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the "Top 50" agencies investing nearly **1½ billion dollars** of their clients' money in TV and radio annually. What's more, the same Nielsen survey shows that these advertising leaders place BROADCASTING *first* (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, *they say so themselves.*

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of BROADCASTING.

NOTE: Of BROADCASTING's guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of BROADCASTING's 8,868 agency-advertiser distribution (unlike that of publications "B", "C" or "D") is *paid* circulation, verified by the Audit Bureau of Circulations. *Only* BROADCASTING, among these four TV and radio business journals, qualifies for ABC membership.

BROADCASTING
THE Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington 6, D.C.
New York — Chicago — Hollywood

Former Gila employe says Perrine threatened him

A radio announcer said last week he had been threatened if he ever testified before the FCC. The statement was made in a Phoenix hearing for renewal of license of Gila Broadcasting Co., licensee of seven Arizona stations, befor Hearing Examiner Forest L. McClenning.

Bernard D. Gress, former announcer of KZOW Globe, Ariz., a Gila station, said that Earl Perrine Jr., employed by Gila and a principal in The Earl Perrine Co., which has applied to buy the stations, told him that if Gila ever came before the FCC "Buddy, you'd better move to Alaska, because if you show up at any FCC hearings against me, I'll make you the sorriest person in the world."

The main issue in the Gila hearing is whether a transfer of control to the Perrine company has taken place without FCC permission between Nov. 27, 1959, and Aug. 31, 1960.

Mr. Gress testified that he understood that he was employed by Earl Perrine Co., that he had made six announcements to the effect that KZOW was under Perrine management on May 1, 1960, and that he had introduced Mr. Perrine at a Globe business luncheon as president and general manager of KZOW at the latter's request.

Earl Perrine Jr. denied that he had threatened Mr. Gress. He said the only time he saw Mr. Gress after he had left KZOW was when he and three other men went to Casa Grande, Ariz., where Mr. Gress was an announcer at KPIN, to repossess a car on which Mr. Gress had failed to keep up the payments. Mr. Perrine said he had underwritten the car purchase when Mr. Gress was at KZOW. He also denied that he had asked to be introduced as president and general manager of the Gila stations at the luncheon.

No Witnesses ■ Two of the three men who had accompanied Mr. Perrine to Casa Grande testified that they had not heard him threaten Mr. Gress and that they had been present all the time the two men were together.

Louis Long, president of Gila, and Mr. Perrine both testified that they had not authorized the sign-off announcement of May 1 that said Mr. Perrine was president and general manager of Gila Broadcasting Co.

John E. Nelson, former sales manager of KCLF Clifton, Ariz., also a Gila station, said he too had been threatened by Mr. Perrine to "keep my mouth shut and my mind on my business if I wanted to stay in radio." Mr. Perrine denied he had ever said "anything like that" to the sales manager. Mr. Long said the sales manager was fired by Gila last year. The stations have been off the air since Oct. 29, 1960.

Some dozen "public witnesses" took the stand in the early part of the hearing to speak favorably of the character qualifications of the principals. Among them was former Sen Ernest W. McFarland (author of the McFarland amendments to the Communcations Act). In addition to praising the principals of Gila, he said the station's programming had been excellent and that people in the localities served were sorry the stations had gone off the air.

Gila stations are KZOW, KCLF, KCKY Coolidge, KGLU Safford, KVNC Winslow and KWCX Willcox, all Arizona.

Corman disagrees

Rep. James A. Corman (D-Calif.) has expressed "deep concern" over proposed rulemaking which would extend FCC plugola rules to the motion picture industry (BROADCASTING, May 1.).

In a letter to FCC Chairman Newton N. Minow on May 22 he called upon the commission to eliminate or amend the proposal, based upon the assumption that, since motion pictures are potential future tv fare, they should come under the rules of the FCC.

The proposed rule would require feature motion pictures clearly to state any payment received from manufacturers whose products may be shown.

KCOP (TV) asks rotation of etv on L. A. outlets

KCOP (TV) Los Angeles suggested last week a way of rotating educational programming among the seven commercial stations in that city in response to the FCC's inquiry into how to bring etv to New York and Los Angeles (BROADCASTING, April 3). KCOP considered only Los Angeles in its comments, saying it hoped the sale of WNTA-TV New York to educational interests would be consummated to make the question moot there.

The station urged that each station allot 1½ hours daily to educational broadcasters, rotating the hours on each station every day so that no one station would "lose an undue amount of salable time." This would provide 10 hours daily of educational programming.

Listed by KCOP as the advantages of the educational interests: it would involve no capital expenditures unless educators want to provide their own studio facilities; the cost of operation would be less than running an etv station; the plan could go into effect immediately, since rulemaking, hearings and appeals would be avoided; the programming would be of better quality because of the assistance and guidance of the staffs of the commercial stations; there would be a larger "tuned-in audience" to the seven commercial channels than if all the education was on one etv channel.

Tv's effect on juveniles to be studied in Senate

The Senate Juvenile Delinquency Subcommittee, chaired by Sen. Thomas Dodd (D-Conn.), is quietly preparing for a potentially explosive hearing on the effect of television crime and violence on juvenile behavior.

Four members of the subcommittee staff interviewed network officials in New York last week, and advised them they will be invited to testify at the hearing, which is set for June 8-9.

FCC Chairman Newton N. Minow and NAB President LeRoy Collins are among those expected to testify on television's effects on juveniles during the two-day hearing.

Oliver Treyz, ABC-TV president, was among those contacted. The staff members also talked with NBC officials, and are expected to meet with CBS executives soon.

The subcommittee staff, which has been doing preliminary spadework for months, was recently augmented by the addition of Dr. Ralph J. Gary, an educational psychologist from Boston U.

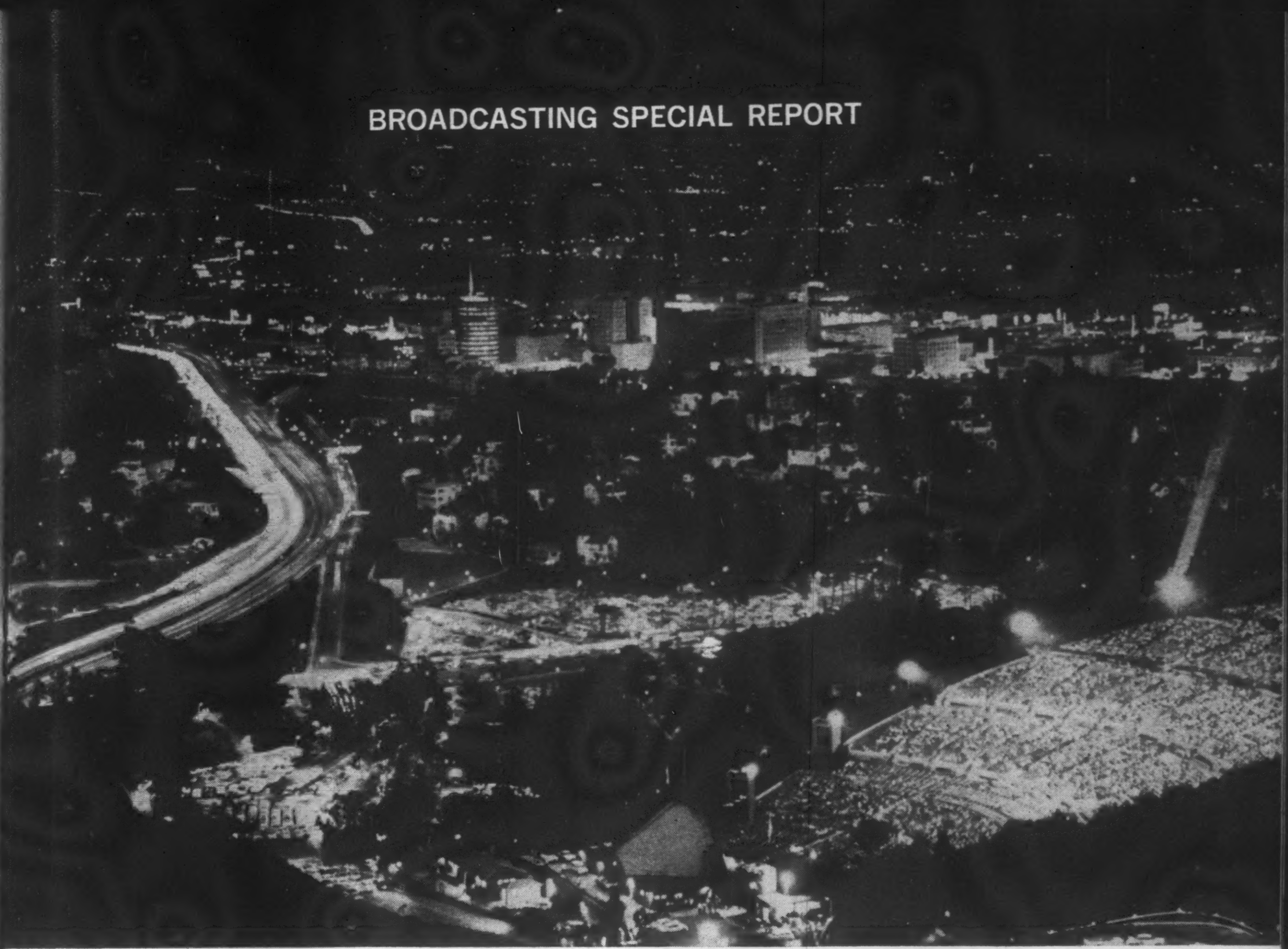
Dr. Gary, who is serving as a consultant, is one of the authors of a report which held that heavy doses of tv violence could adversely affect a young viewer's behavior. The report, prepared last June for the National Council on Crime and Delinquency, was released at a subcommittee hearing two months ago (BROADCASTING, March 20).

Two 'Allegations' ■ Dr. Gary was one of the staff members in New York last week. They reportedly told network officials that the hearing will look into two "allegations"—that television exposes youngsters to an excess of crime and violence and that, as a result, juvenile behavior may be negatively influenced.

In addition to hearing network officials, it is understood, the subcommittee will call behavioral scientists who have done research on the relationship between television and juvenile behavior.

This relationship, in addition, will be looked at within the framework of claims made for television's effectiveness by advertisers and educational television people. Advertisers will be asked to testify on television's usefulness in

Government continues on page 77



Will Los Angeles be first U.S. city?

NOW SECOND, CITY OF ANGELS IS GROWING TWICE AS FAST AS NEW YORK

Exotic Los Angeles, the nation's No. 2 market, is catching New York's dust but doesn't mind at all.

Having left Chicago behind, this midwest transplant on the Southern California coastal desert, is now shooting for first place. The target date, it wants the world and Madison Avenue to know, is between two and three decennial censuses from now.

The official U. S. Census boxscore for 1960 tells the population story:

Greater New York......10.6 million
Metro Los Angeles...... 6.7 million.

Thus a gap of 3.9 million, a lot of people even in New York and Los Angeles.

But wait. That's only part of the story. The marketing race takes on a different look when the rate of acceleration is scanned. Here is the population growth from 1950 to 1960, again using Uncle Sam's official count:

Metro Los Angeles..2.3 million up
Greater New York..1.05 million up.

That's the quantitative score. At this point Angelenos, as the species is known in sociological circles, step in with what they consider clinching arguments that will speed up, year by year, their rate of growth as compared to New York. Here are some of the reasons they look confidently toward the No. 1 spot:

- With salubrious climate (rarely a frostbite), an adjacent ocean, convenient mountain playgrounds and cool nights, the market has attractive living lures that will keep in-migration zooming.
- It's growing outward instead of up, in the interest of good living.
- Homes can be built cheaper without thought of blizzards.
- The income rate is high and Angelenos are heavy buyers of the necessities and luxuries that mark their above-average way of life.
- Industries are moving in every day, providing work for the 650 new persons who migrate into the city and go home-hunting every 24-hour-day, every day of the week and every week of the year. And this year's 650 arrivals per day will grow eventually to 700, and on and on.

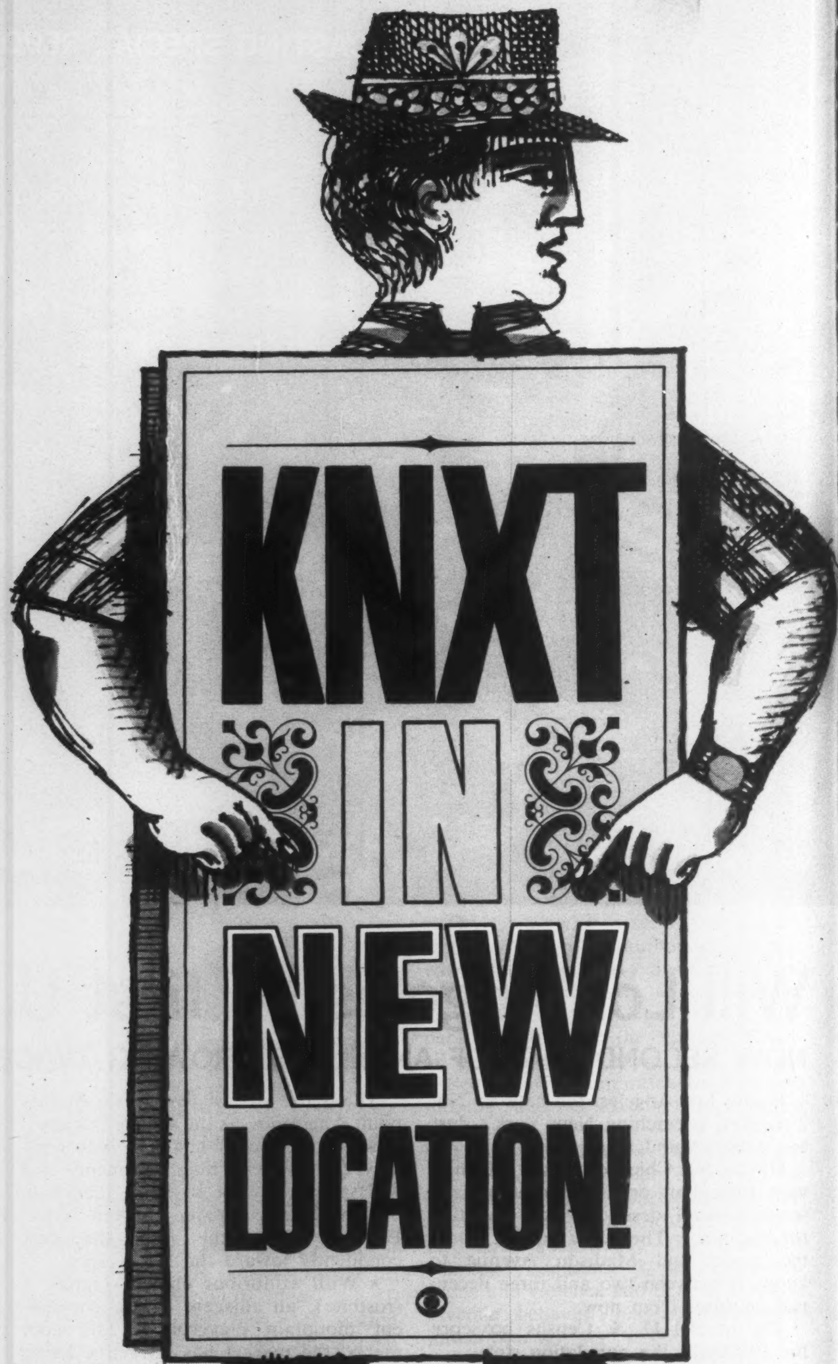
Taking a statistical look at the last half-century, the surging climb of Los Angeles in the national population race looks like this—1910, 14th place; 1920, 10th place; 1930 and 1940, fourth place, and 1950 third. And now it holds second spot among all U. S. cities.

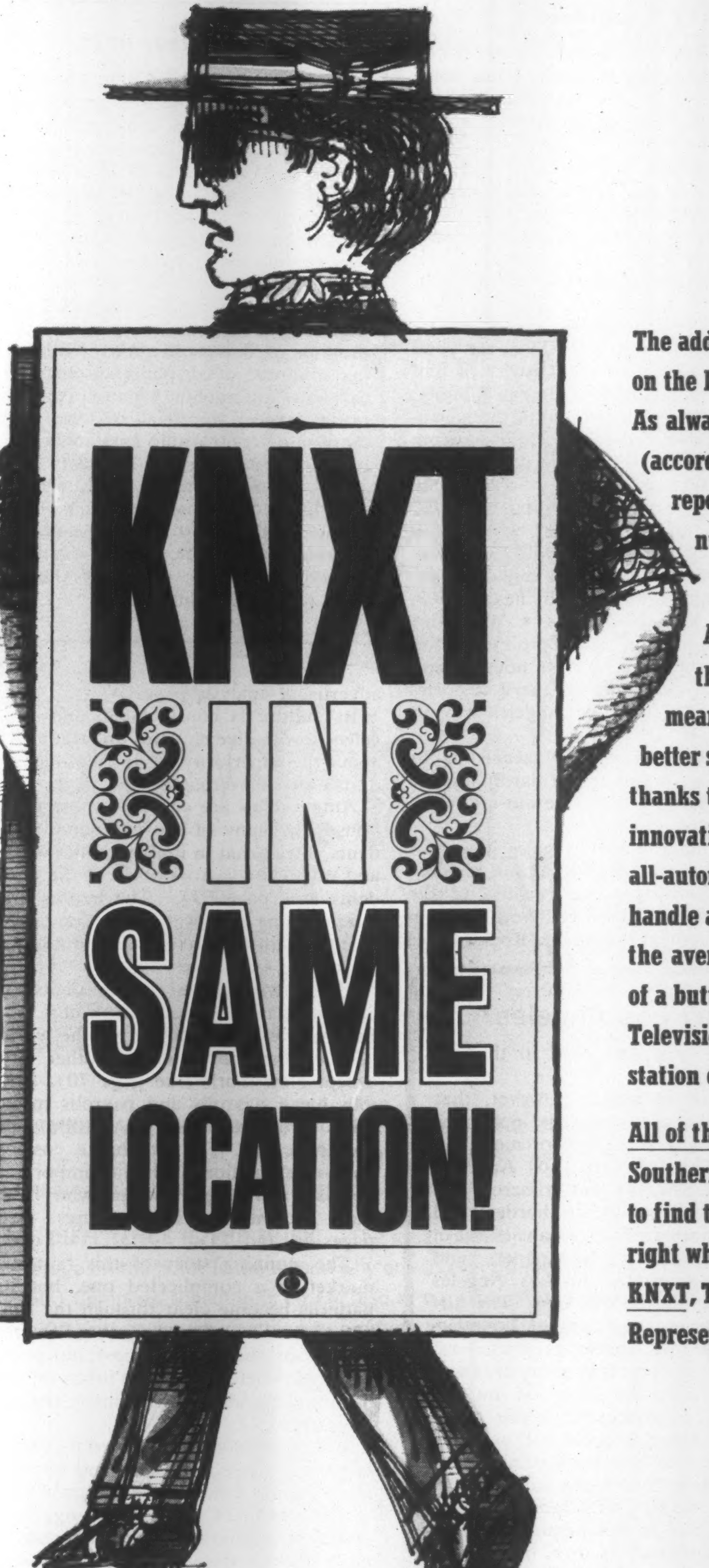
Now try another perspective:

- Every year Los Angeles adds more people than the entire population of metropolitan Madison, Wis.

The source of the increase is consistent—more people move in from the midwest and other areas to the east than are added by the births-over-deaths factor.

The peak migrating year, percentage-wise, was 1923 when 96% of the increase came from people who moved to the city. At that time Hollywood was the nation's top glamor spot as D. W.


KNXT
IN
NEW
LOCATION!
John Alcorn



The address is new...but KNXT's position on the Los Angeles scene remains firmly fixed. As always, month after month after month (according to 74 consecutive monthly Nielsen reports!), CBS Owned KNXT is the number one television station in seven-station Los Angeles.

And KNXT's new headquarters in the CBS building, 6121 Sunset Boulevard, mean even better viewing for audiences—better service for agencies and advertisers—thanks to literally dozens of major engineering innovations, such as Tascon, the nation's first all-automatic digital computer designed to handle as many as 30 complex functions in the average station break with just one push of a button. In design, layout and facilities, Television 2, Los Angeles is the most modern station operation in all television!

All of the signs agree. In the months ahead, Southern California audiences will continue to find their favorite television viewing right where they have always found it, on KNXT, Television 2, Los Angeles—CBS Owned. Represented by CBS Television Spot Sales.

WILL LOS ANGELES BE FIRST U.S. CITY? continued

Griffith, Cecil B. DeMille and others captured the nation's fancy with their spectacular screen productions. A study by the research department of Security First National Bank credits in-migration with 90% of the Los Angeles area's growth between 1915 and 1943.

Many of the new migrants to this haven of comfort were senior citizens who had departed their farms and city homes to wait out their remaining days away from snow and soot. As a discerning analyst noted, these elderly migrants contributed little to the birth rate.

Employment Plusses ▪ But with the industrial growth that began before World War II and has since accelerated, Los Angeles began to mean good jobs as well as good climate. Thus today's incoming arrivals include as many younger families of reproductive age as oldsters.

Security First National now estimates that 56% of Los Angeles growth is due to in-migration and 44% to births. Looking ahead, it figures the rate will balance off at about 50.50.

While Los Angeles is spreading instead of sky-piercing in the New York manner, its new residential developments continue to lie within the city's vast boundaries.

A good illustration of the unique trait is found in the San Fernando Valley, better known as The Valley. This exploding area lies on the north side of the low-crested Santa Monica Mountains that separate it from West Hollywood, Beverly Hills, Westwood and Pacific Palisades. It is made up of 20 communities of which 17 are inside the Los Angeles city limits. They completely surround the independent cities of Burbank and San Fernando as well as unincorporated Universal City and its film studios.

All this is upsetting to those steeped in the conventional growth patterns of the rest of the nation, where the central city merely spreads out beyond municipal limits as ranch-house clusters sprout in pasture land.

The Valley population increased from 402,538 in 1950 to 840,531 in the 1960 census (more than the District of Columbia's population). Orange County, in the southeastern section of the metropolitan area, jumped 225.6% from 216,224 to 703,925 in the decade.

This, said a Chamber of Commerce booster, is only the beginning. By 1970 metropolitan Los Angeles will beat 9 million; Orange County will about double its population to 1.4 million; Ventura County will expand by nearly 75%.

Jobs, Money, Houses ▪ With this added population will come more jobs, more money to spend for housing and pools and autos and all the accessories that go with the Los Angeles way of living.

And it's a good way, according to Angelenos—so good that hardly anyone ever bothers to figure the out-migration rate, if any.

As a market, Los Angeles is acquiring local character as local and regional brands have appeared because of the transportation differential from the production centers east of the Rockies (see advertising analysis page 64).

Its culture is considerable, and Angelenos will give anyone an argument about the superiority of its paintings or drama or quarterbacks (see page 67).

Automobiles are occupied more than houses by many of the outdoorsy residents, a trait that in itself provides work and wages for vast numbers of the residents (see page 59). The houses are unique, hung everyway but upside down on mountain cliffs and scattered around the valleys (see page 72).

Those who delve in the digits of economics haven't made much of it, but Los Angeles is busting to tell the world it has more jobs than any other city except New York (see page 70). And jobs mean payrolls and payrolls mean milk for the baby and gas for the auto (see page 58). The city has a cosmopolitan population, including important Spanish and Negro groups who have high income-per-family ratings (see pages 68 and 75).

The stunning story of this fantastic market is a complicated one, but its patterns become clear through the simple process of dissecting the elements of one of the world's most intriguing cities. Nowhere else can so much money be found blended with so many natural blessings.

Los Angeles wasn't planned that way. It grew because it had to, and because more people want to live the good life.

The story of the sun-loving, outdoorsy Angeleno is a story of money—more money than anywhere else—except New York, of course.

Watch what's going to happen in the next decade.

Laugh—with a tear in it

In Los Angeles there is always smog—a word as sure to bring a laugh from audiences today as "Anaheim, Azusa and Cucamonga" did a generation ago. But the Angeleno who laughs at smog is laughing through his tears about one day in five, when the chemicals in the air over the city bring reduced visibility and eye irritation. Refinery chimneys have been already brought under control and tests are now in progress on devices to curb the other major source of air-polluting chemicals—the automobile exhaust. Authorities expect approval of one or more smog-control auto appliances in time for installation on new cars by 1963 and used cars by 1965, when they look for a lessening of air pollution to the 1940 level. Another expense for the motorist, but a boon for all Angelenos, especially those with respiratory difficulties.

What do you mean when you say Los Angeles?

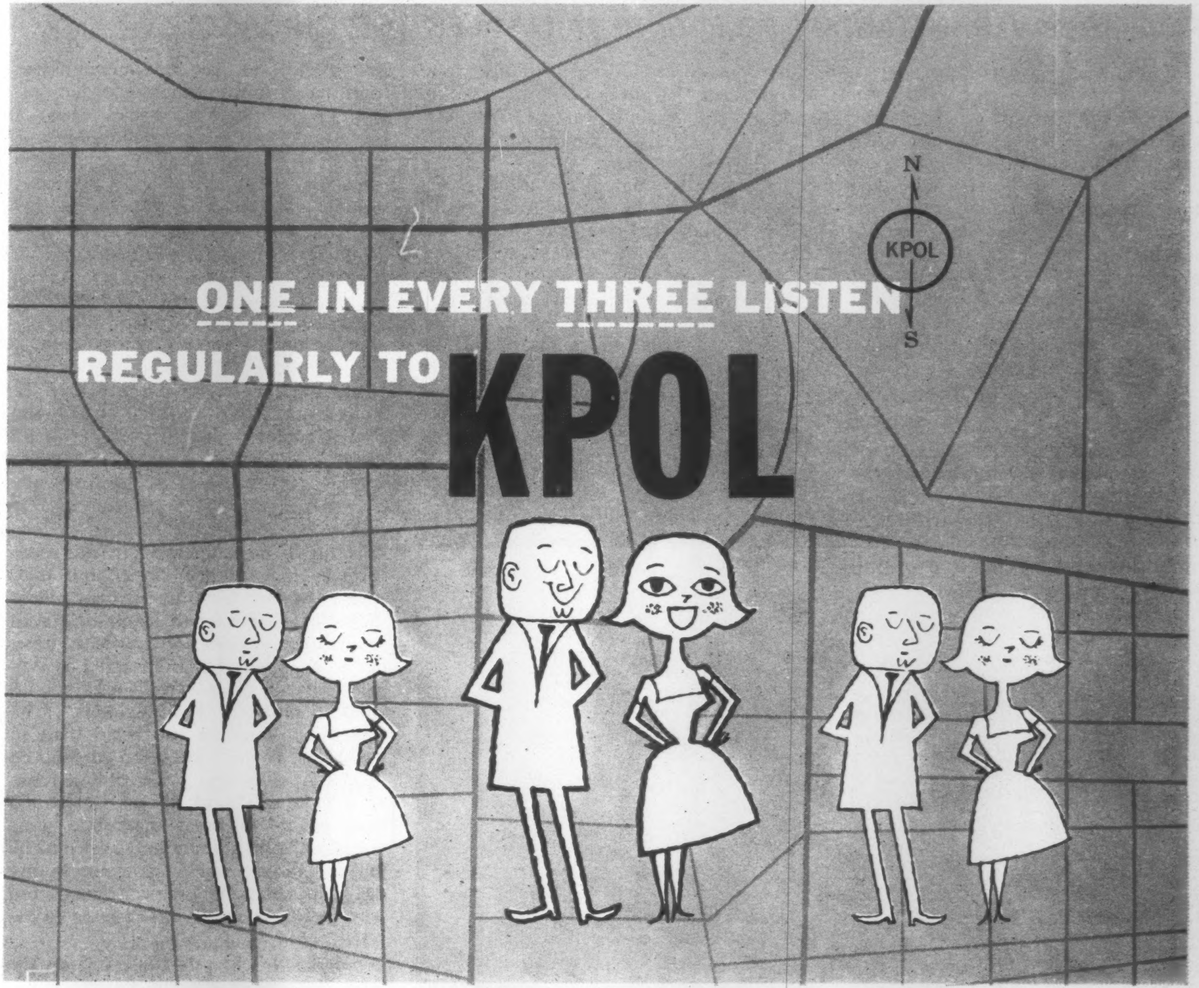
Los Angeles is a city, population 2,479,015, according to the 1960 census, and increasing at the rate of about 500 persons a day.

Los Angeles is a county (population 6,038,771) which includes in addition to the city of Los Angeles, 68 incorporated communities (including Avalon on Catalina Island, about 30 miles off the California coast) and 17 unincorporated places of 2,500 or more (including West Hollywood, the Sunset Strip area) which are operated by the county without any municipal government.

There is also Greater Los Angeles or the Los Angeles metropolitan area (what the Census Bureau calls the Los Angeles-Long Beach Standard Metropolitan Statistical Area), comprising Los Angeles and Orange Counties, with 6,742,696 inhabitants at census time. Figures for this are comparable to those for the other U.S. major markets and they are the basic statistics used in this report.

It must be noted, however, that this two-county area is not confined by any stone wall or mountain range. The freeways (Los Angelese for throughways) that crisscross this area extend beyond its borders and many Southern Californians travel in and out freely. Newspapers and magazines printed in Los Angeles circulate outside the area. The airways, never respecters of boundaries, take Los Angeles-originated radio and tv programs great distances up and down the coast and into the interior. So successful is this transmission that, to cite but a single example, the San Bernardino-Riverside-Ontario area is the nation's 30th ranking market, with more residents than Tampa-St. Petersburg, yet it has no tv station of its own, but gets its video program service from the seven tv transmitters in Los Angeles.

In the greater Los Angeles market...



COMMERCIALS ONLY ON THE QUARTER HOUR...The distinctive handling of commercials on KPOL only on the quarter hour with soft musical accompaniment makes them very effective for the advertiser. Low rates and high number of listeners make KPOL the best buy in Los Angeles.

THE DIFFERENCE IS THE MUSIC...The great popular music of America played around the clock, with outstanding news coverage on the hour, is the reason why one in every three listen regularly to KPOL. (Cumulative Pulse Audience, February, 1960.) Complete schedule is on FM also at no extra charge. Proven adult audience, higher income families and powerful 10,000 watt coverage, combine to produce greater sales and inquiries for advertisers.

KPOL

AM 1540 FM 93.9

For all the facts, call Webster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California. **Represented by Paul H. Raymer Co.**

Incomes are high and living is easy

FAMILIES AVERAGE ABOUT $8,500; RETAIL SALES TOP CHICAGO'S

Employment means payrolls and payrolls mean money for wage earners. In 1959, last year for which figures are available, the per capita personal income in the Los Angeles metropolitan area was $2,840, nearly $200 higher than that for the state as a whole ($2,661) and nearly $700 above the national average of $2,166. With an average of 2.99 persons per household, average Los Angeles family income in 1959 would come to just under $8,500.

Money, for most families, means spending and Angelenos are no exception. Taxable sales—including food and shelter, which are not subject to state tax—amounted to $7,112,686,000 in 1960, or $1,051 per capita, according to state records.

Comparative figures for 1960 are not available, but the Business Census of 1958 reports that retail sales in the Los Angeles metropolitan area totaled $9,039,448,000, well ahead of Chicago's $7,948,629,000, although considerably behind New York's $13,581,655,000. Los Angeles also ranks second, behind New York but ahead of Chicago, in retail sales of general merchandise, food and furniture, and somewhat surprisingly stands first, ahead even of New York, in the lumber-building materials, hardware and farm equipment category, as well as in every automotive product class.

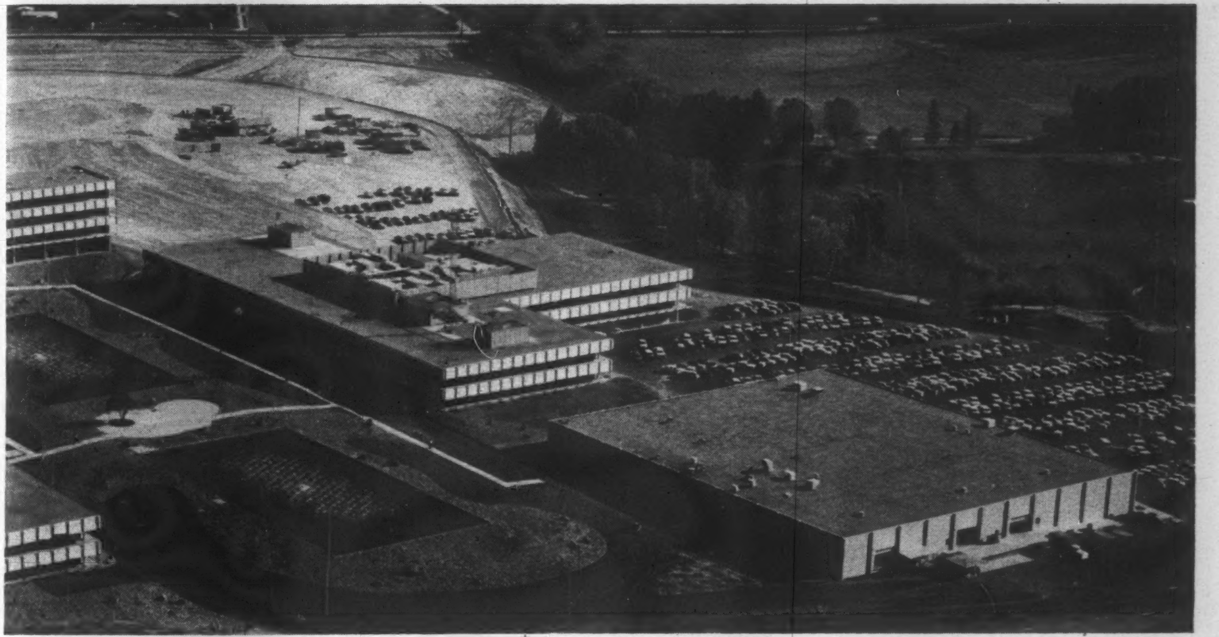
In retail apparel purchases, Los Angeles ranks third, $550,761,000 to Chicago's $614,333,000 and New York's $1,531,605,000. This is understandable when one considers that overcoats, galoshes and all sorts of winter clothing are surplus commodities in Los Angeles, and that few women (except at church or the most formal affair) and almost no men (at any time) are ever seen wearing hats.

Throughout the Los Angeles area the intricate freeway system serves as the connecting link between the far-flung housing tracts and the central city. While more and more of the trading is further and further from city hall shopping in downtown L.A. continues heavy. The view below shows the interchange between Ventura Freeway and San Diego Freeway. Such interchanges create aerial patterns typical of the city.

Dress Informal ▪ Stemming naturally from the climate, Angelenos are casual in dress to a degree that is startling to newcomers from the more formal cities of the north and east, where women do not usually wear slacks or shorts when shopping. And the casualness does not stop with dress, but is an integral part of the Los Angeles way of life. When guests are invited to dinner, it's more likely to be served outdoors on the patio than in the dining room—and it's a rare house in Los Angeles that has a dining room at all. Slacks and sports shirts and jackets are universal masculine wear outside of office hours and even on the job for those individuals who do not deal with the company's customers, but work where they are not exposed to the public view.

Trade, the old saw runs, follows the flag. But in Los Angeles the script has been revised to read: Trade follows the tracts. As new homes go up and new families come into a community, shopping centers are not far behind. A survey of retail department, specialty, discount and membership store locations made by KTTV shows a virtual doubling in number, from 195 stores in 1950 to 384 in 1960. But of the 189 stores added during the decade, only 41 (20%) were built within 10 miles of city hall, where nearly half of the area's stores were located in 1950. The rest were further out and 47 (24%) went up more than 25 miles from city hall.

Questionnaires filled out by visitors to the 1960 Los Angeles County Fair revealed that 15% of those answering had shopped in downtown L.A. at sometime within the past week, 20% within the past month, 44% within the past year and 17% had never shopped downtown. (The other 4% did not answer that question.)



Los Angeles' three-million passenger cars make a parking problem the city and state are trying to answer. An ordinance requires commercial buildings provide one parking space for each 500 feet of floor space. Factories must provide parking for employees. Above is the Thompson Ramo Wooldridge plant in Canoga Park.

CAR CAPITAL OF THE WORLD

Auto for every 2.2 persons puts city far ahead of either other American or foreign cities

Different from other American cities in many ways, Los Angeles is unique in having had most of its growth after the family car became a dependable means of transportation. This, plus the fact that the Southern California driver can use his car 12 months a year without concerning himself about antifreeze, snow tires or chains, has helped to make Los Angeles the car capital of the world.

At the end of 1960, according to Chamber of Commerce estimates, there were 3,015,000 passenger cars in the L.A. metropolitan area, more than in the combined countries of Belgium, Italy, Norway, Spain and Soviet Russia, let alone any other U.S. metropolis. The U.S. 1958 census of business backs up the Chamber's claim by reporting that the L.A. metropolitan area has 22% more auto dealers than Greater New York (and 74% more than Chicago's metropolitan area), with sales running 28% ahead of New York and 39% ahead of Chicago. Sales of imported cars in L.A. were nearly two-and-half times those in New York (139% ahead). Angelenos were also found to be the biggest patrons of service stations and the largest buyers of tires, batteries and other accessories, as well as house trailers. (In Los Angeles County alone, the official records show 228,768 trailers registered as of Dec. 31, 1960.)

High 2.2 Per Car ▪ In the Los Angeles metropolitan area there is one passenger car for every 2.2 persons, nearly one-and-one-half car per home. These cars do not stand in garages all week waiting for the little old lady from Pasadena to drive them to church on Sunday. A survey made by the Los Angeles Metropolitan Transit Authority in 1958 found that 87% of the more than 1.8 million employed persons in the area traveled to and from their jobs by auto, 83% driving their own cars, which carried an average load of 1.2 persons, including the driver. MTA reports than on an average weekday there are approximately 11 million individual trips by some form of transportation other than walking in the metropolitan area and that more than 60% of these trips both begin and terminate within a single neighborhood, the goal being school, church, shopping or some social or recreational affair. Virtually all are made by private car.

Factories and commercial areas (e.g., neighborhood shopping centers) are dispersed throughout the entire metropolitan area, not concentrated in the downtown business area. So traffic flows in all directions. Traffic focused downtown "is largely the result of this area being a crossroads in a network of streets and highways rather than the attraction of the activity within the district itself," MTA reports.

Traffic flows at all hours of the day and night. A state highway official, asked when the peak traffic time occurs, replied "from 7 a.m. to 9 p.m." and he was only half joking. Traffic checks at key points show three-quarters as many cars in motion during the daytime hours between the peak going-to-work and coming-home times of 7-9 a.m. and 4-6 p.m. Not until late evening does the traffic count fall to half of the peak-period total. Supermarkets are open evenings (and Sundays) and do 20% of their business after 6 p.m., which undoubtedly swells evening traffic, as well over 90% of all shoppers drive to market in their own cars.

The dependence of the Angeleno on his automobile to get him places and bring him home has its effect on the area's media penetration. The worker who drives to and from his job (as 85% of them do) can't read a newspaper en route; he looks at billboards, if traffic permits; he gets his news from his car radio.

An agency director, recently transplanted from New York, when asked at lunch if he'd seen a story in the previous evening's papers, said he had not. "In the East, I had 36 minutes on the train in the morning and another 36 minutes in the evening. Here, I'm in

U A N

The Image of Service in Los Angeles

★"CANDIDATE" series, showcasing the men in the race for Mayor of Los Angeles.

★"CHUCKO'S CHRISTMAS SHOW FOR TOYS FOR TOTS", sell-out national kickoff at the L. A. Sports Arena for the Marines' annual campaign.

★"EXPEDITION LOS ANGELES", first place program winner in national educational contest for service to the community.

★"PUBLIC INTEREST AWARD" from the National Safety Council for "Traffic Court" and saturation safety campaigns.

★ CLINICS at ABC-TV Center for PTA, TV Techniques for Political Candidates, and Public Relations for High Schools.

★"CITIZEN OF THE YEAR" Award presented annually by the station to the outstanding Southern California citizen.

KABC-TV 7

owned and operated by
American Broadcasting—Paramount Theatres, Inc.

...SERVING THE PUBLIC BEST THRU TELEVISION

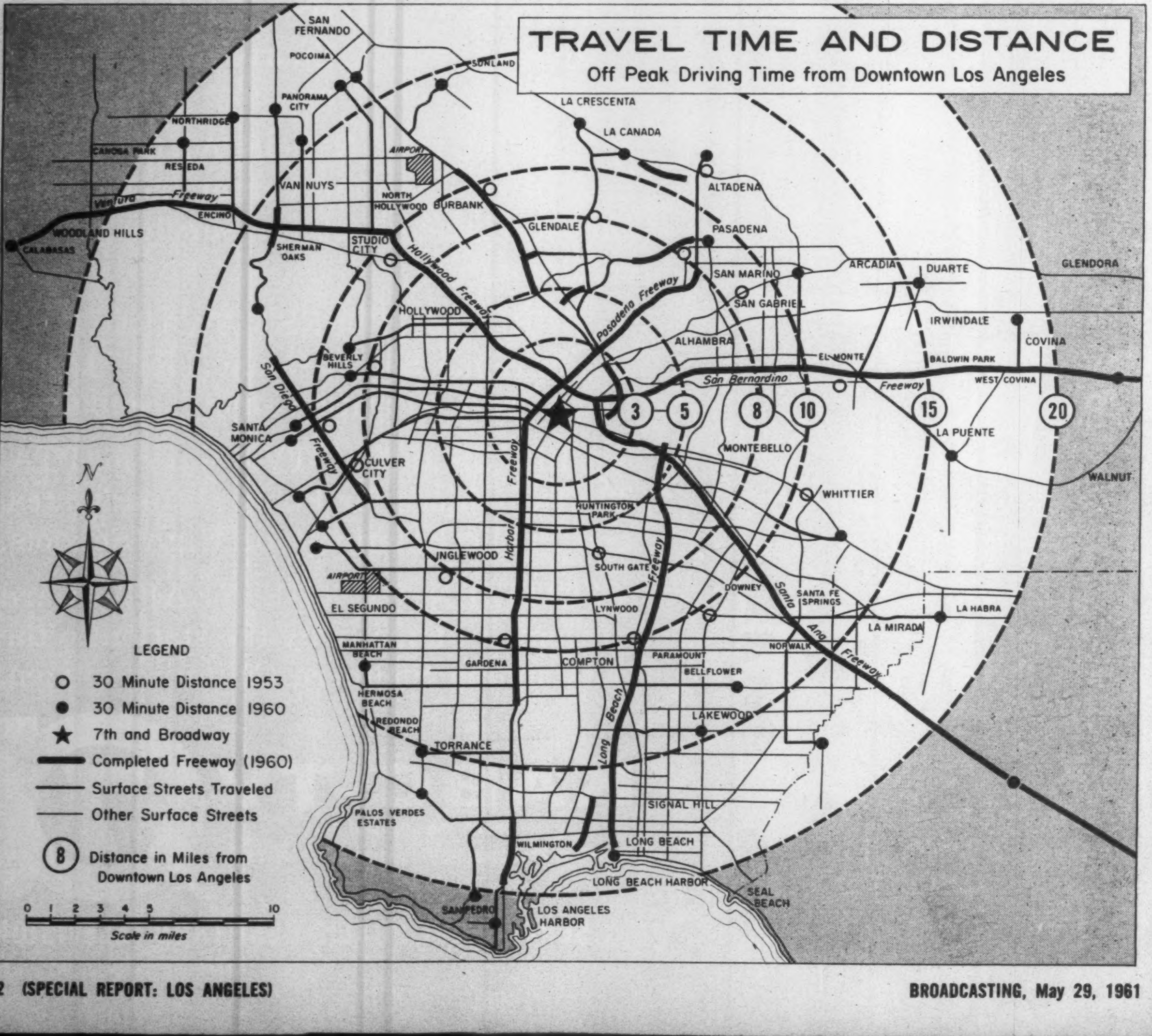
my car and when I get home the kids are on my neck before I can get the paper opened. After dinner, tv takes over. Somehow, I'm getting out of the newspaper habit."

To speed the motorist on his way, the California Highways Division some years ago began constructing a system of freeways, financed through the state's gasoline tax of six cents a gallon. In the past 20 years, $1 billion has been expended on freeways by District VII (comprising Orange, Los Angeles and Ventura counties), which now has 320 miles in use and many more miles under construction. In the next 20 years, plans call for another 1,500 miles of freeways in the district, at an estimated additional cost of $4.5 billion. And speed the motorist on his way they do. Despite their heavy traffic loads (more than 200,000 vehicles a day on the Hollywood Freeway alone), the freeways enable a driver to go farther today than he could in 1953 in the same amount of time.

Parking Public ▪ Since Angelenos go where they're going in their own automobiles and since they have to have some place to put the cars when they get there, parking is a matter of general concern. In many cities a retailer can build or rent a store and that's that. An office building or factory requires only the ground it stands on. But not so in Los Angeles. Here a city ordinance requires the owner of a commercial or industrial building to provide one off-street parking space for each 500 feet of floor space. Theatres, churches and auditoriums of all kinds have to provide a parking space for each five seats or, if there are no fixed seats, for each 35 square feet of floor space. As the law specifies that each parking space must be at least eight feet wide and 18 feet long, the amount of ground devoted to parking frequently exceeds that inside the factory, store or hall.

The problem's just as acute at home. Each dwelling unit has to have a park-

Today: freeways. Tomorrow: freeways, plus perhaps subways and skyways as the L.A. Metropolitan Transit Authority strives to relieve drive-yourself-to-work congestion. Map indicates the improvement in travel time and distance between 1953 and 1960. For instance it is today possible to drive to Long Beach in the time it used to take to reach Paramount, or to San Pedro as quickly as Culver City could be reached in 1953. Calculations are based on off-peak driving time. Motorists receive Sigalert bulletins fed by police to radio stations to keep drivers alerted to traffic conditions and help avoid possible tie-ups enroute.


TRAVEL TIME AND DISTANCE
Off Peak Driving Time from Downtown Los Angeles
LEGEND
○ 30 Minute Distance 1953
● 30 Minute Distance 1960
★ 7th and Broadway
Completed Freeway (1960)
Surface Streets Traveled
Other Surface Streets
8 Distance in Miles from Downtown Los Angeles
0 1 2 3 4 5 10
Scale in miles
N
3
5
8
10
15
20
SAN FERNANDO
POCOIMA
SUNLAND
PANORAMA CITY
NORTHRIDGE
CANOGA PARK
RESEDA
AIRPORT
VAN NUYS
Ventura Freeway
ENCINO
WOODLAND HILLS
CALABASAS
SHERMAN OAKS
STUDIO CITY
NORTH HOLLYWOOD
BURBANK
GLENDALE
LA CRESCENTA
LA CANADA
ALTADENA
PASADENA
SAN MARINO
SAN GABRIEL
ARCADIA
DUARTE
GLENDORA
IRWINDALE
COVINA
Hollywood Freeway
HOLLYWOOD
Pasadena Freeway
ALHAMBRA
EL MONTE
BALDWIN PARK
San Bernardino Freeway
WEST COVINA
LA PUENTE
BEVERLY HILLS
San Diego Freeway
SANTA MONICA
CULVER CITY
Harbor Freeway
MONTEBELLO
WHITTIER
WALNUT
HUNTINGTON PARK
INGLEWOOD
SOUTH GATE
AIRPORT
EL SEGUNDO
DOWNEY
Santa Ana Freeway
SANTA FE SPRINGS
LA HABRA
LA MIRADA
LYNWOOD
MANHATTAN BEACH
GARDENA
COMPTON
PARAMOUNT
NORWALK
BELLFLOWER
HERMOSA BEACH
REDONDO BEACH
Long Beach Freeway
LAKEWOOD
TORRANCE
SIGNAL HILL
PALOS VERDES ESTATES
WILMINGTON
LONG BEACH
LONG BEACH HARBOR
SEAL BEACH
SAN PEDRO
LOS ANGELES HARBOR

Good Music rings up sales*

in Southern California

*46 advertisers now in their 2nd to 21st continuous year

The Music Stations for Southern California

24-hour simultaneous
AM-FM at one low cost

KfAC
AM-FM

PRUDENTIAL SQUARE
Los Angeles
Represented by The Bolling Co., Inc.

ing space, with a space and a quarter required for all units of more than three rooms. Buildings erected before the ordinance was adopted house more than enough car-owners to keep the curbs lined solidly with street-parked cars, throughout the day in business areas, where parking meters have become an important source of municipal revenue, all night in residential zones.

One more item in the Angeleno's auto expense account is the $10 million a year he pays in fines for such traffic violations as speeding, running a red light or parking longer than the law allows. Included in the total is more than $500,000 which goes for driver education (largely in the high schools). The program is financed by adding $1 to each traffic fine ($2 if the fine is $20 or more) and the public, even the fine-paying motorist, approves of this method of preventing an increase in traffic violations along with the anticipated rise in the overall volume of traffic.

Broadcasting builds regional brands

AREA BILLINGS HAVE SENT LOCAL RADIO-TV TOTALS TO RECORD HIGHS

The Rocky Mountains form a natural barrier separating the Pacific Coast from the rest of the country. This fact, coupled with the "slightly higher west of the Rockies" prices for goods made in the East and shipped West, encouraged the development of local and regional brands of merchandise. Some Los Angeles companies like Purex, Carnation, Sunkist, Hunt, Milani, Squirt, Factor, Rexall, have become national themselves, but most of the Los Angeles based producers of consumer goods have remained local or regional companies, using local or regional advertising.

The significance of this is perhaps best illustrated by the time sales statistics compiled each year by the FCC for the nation's markets. In 1959 (last year for which figures have been released), Los Angeles radio and tv stations had larger local billings than those of any other market. Local radio advertising in Los Angeles that year amounted to $12,519,338, topping New York's $11,510,626, as well as Chicago's $10,169,291. In television, Los Angeles is number one in local business by an even wider margin, its $16,991,897 standing 60% above New York's $10,570,115 and more than double Chicago's $8,089,590.

Lag Nationally ▪ The national advertising picture is something else. New York's tv national spot billings of $53,851,982 in 1959 are 89% ahead of Los Angeles' $28,554,778 which topped Chicago's $25,326,700 by only 13%. And in radio, Los Angeles national spot revenue of $8,174,782 ranked a poor third, 46% below Chicago's $11,976,097 and less than a third of New York's $26,597,178. The moral is obvious: to compete on even footing with the familiar and heavily advertised west coast brands, eastern companies will have to step up their broadcast advertising in Los Angeles.

The large number of local-regional advertisers in Los Angeles has fostered a correspondingly large number of advertising agencies, 580 of them, according to the classified telephone book, which presumably omits some agencies located outside L.A. city limits. The 1959 Census of Business reports 872 advertising establishments (chiefly agencies) in the Los Angeles metropolitan area, just under half of New York's 1,777 and only slightly ahead of Chicago's 854. But in dollar volume (primarily agency billings), the Los An-

Cut off from the east by the barrier Rocky Mountains the West Coast has successfully built its own regional brands through local and regional advertising. Since greater Los Angeles was formed by many communities growing together into one central city only radio and television stations individually cover the entire area. Its strange newspaper pattern includes 26 local papers, the downtown dailies and countless shopping guides.

A Sound Citizen Of Los Angeles

First in Pulse. First in Hooper. KFWB continues to lead as the number one radio selling force of the Los Angeles market area.

With the widest choice of radio fare offered any American community, more Southern Californians tune to KFWB more of the time than to any other station.

KFWB makes this leadership count by investing its powerful advertising strength in effective and responsible public service* which brings spontaneous daily tributes of community leaders.

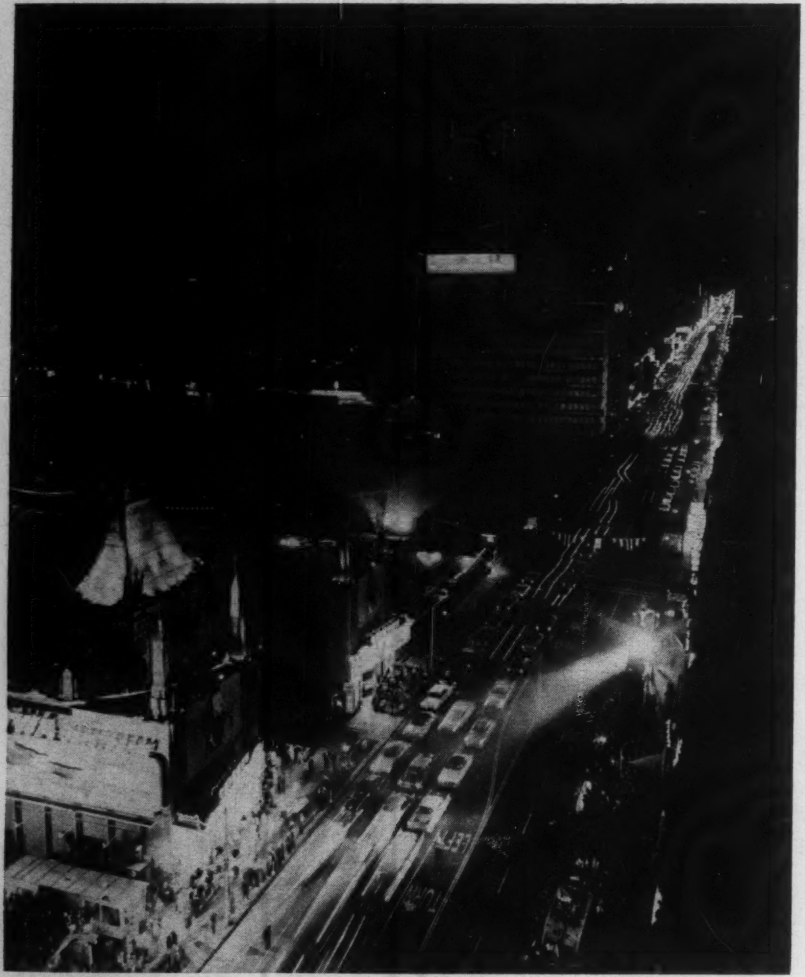
Thus good citizenship in radio employs its far-reaching sales strength to produce significant community service...the kind of service that makes KFWB a sound citizen of Los Angeles.

KFWB/980

Represented nationally by John Blair & Co.

*More than $1,000,000 in public service since January 1, 1960.

CROWELL-COLLIER BROADCASTING CORPORATION



Crowds still form on Hollywood Boulevard to watch the celebrities go to a picture premiere. Grauman's Chinese, which was the center for this particular spectacle, attracts tourists daily with its famous footprints of the stars in cement and garish decor, reminding of the days when the movies were Hollywood's principal means of livelihood.

geles total of $259,038,000 not only trails New York's $2,033,214,000 and Chicago's $72,444,000 but even lags behind Detroit, whose 376 advertising firms had a dollar volume of $361,055,000.

Many Small Agencies ▪ One explanation for the low billings-per-agency in Los Angeles is the number of agency service offices whose personnel are chiefly concerned with production problems of broadcast programs and commercials for clients whose advertising is placed (and billed) by the agencies' offices in other cities. But the main reason was supplied by the media director of the Los Angeles office of an agency at whose New York headquarters she had worked before moving to the coast. "In New York," she pointed out, "$50,000 was a sum to be set aside for emergencies that might come up in the course of a campaign. Out here, $50,000 is an advertising budget. A one-man agency is just right for such an account, so we have a lot of one-man agencies."

Los Angeles has been described as "100 suburbs in search of a city" and there's a basis of truth in the allegation. Along with the expansion of the central city, the Los Angeles metropolis is the result of many old independent communities growing together. This results in some queer jogs in the streets at the juncture of communities originally laid out at different angles. And it also results in a peculiar newspaper pattern, with the four metropolitan dailies getting only slight penetration into the outlying areas, whose people still prefer their own daily papers.

Many Newspapers, Too ▪ There are 26 of these and the newspaper advertiser has to use them all, as well as the downtown dailies, to cover the Los Angeles market, a fact that is somewhat confusing to the media buyer on Madison Ave., or Michigan Blvd., who can't understand why he can't cover it with one or two city papers as he would in an eastern city. The fact is, however, that in the 1950-60 decade, while the Los Angeles metropolitan area was achieving a 59% increase in population, the metropolitan newspapers gained only a 4% increase in circulation, but their national advertising rates increased 20%.

The L.A. newspaper picture is further complicated by the more than 200 weekly papers, mostly shopping news give-aways, which keep the housewife informed of the specials at the markets in her shopping centers (frequently more than one, as when she's shopping by car it's easy to drive a little farther when the bargain warrants it).

No such complications beset the broadcast public. And that means virtually every family in Los Angeles, for almost every home has both an am and a tv receiver and many have more than one of each. Set sale statistics compiled by the Electric League of Southern California show that Angelenos are currently buying smaller models of the second or third-set variety than the larger family-size units. In recent months, sales of tv portables and table sets have outnumbered the combined sales of consoles and tv combinations, the Electric League reports. And in radio, clock radios and portables accounted for more than half of all set sales. (Electric League statistics cover seven Southern California counties, but since more than 80% of their combined population is included in the Los Angeles-Orange County metropolitan area it seems safe to accept them as representative of it.)

More Fm Households ▪ Between 20% and 25% of all radio sales are of combination am-fm sets, the League says. Which means that the proportion of fm households, put at 48.9% by Pulse in a survey made in 1959, is steadily growing. The exact number of broadcast receivers of whatever variety in Los Angeles is hard to determine because the new citizens moving in from other parts of the country are constantly bringing in sets purchased in their former home towns and so not included in Los Angeles sales figures.

Serving these set owners are seven tv, 29 am and 26 fm stations—and that ignores the two am and eight fm non-commercial stations, although it includes the eight fm's which duplicate the programming of the am stations with which they are affiliated. These stations also serve countless thousands of home viewers and listeners and auto listeners outside the metropolitan area as the broadcast signals don't stop at county lines.

Arts, theatre, sports, draw millions

ANGELENOS GIVE SUPPORT TO GALLERIES, PLAYS, OUTDOOR EVENTS

There's an ancient vaudeville wheeze that runs "Southern California's a great place to live—if you're an orange" and perhaps it was true back in the heyday of the variety stage, but it certainly has changed today.

Marvin Mann, who last year left the Chicago advertising agency field to become domestic advertising manager for Max Factor, recently reported the viewpoint of the visitor who follows the usual trails: "the pool at the Beverly Hills Hotel, the Polo Lounge, the offices of the networks, the talent agencies and a few of the bars and restaurants." He had thought of Los Angeles as a place of beautiful weather and scenery and a relaxed type of living. Culture? That was New York with its theatre, opera, concerts, art galleries. Or Chicago with its symphony, museums, "a bit of art and, occasionally, some theatre."

Cultural Renaissance ▪ But now Mr. Mann has found "that what New York has and what Chicago thinks it has Los Angeles has, and in greater abundance. It seems to me that there is a cultural renaissance taking place in Los Angeles. I was amazed at the number of art galleries, art shows and the volume of art business done in Los Angeles and to learn that, next to New York, it is the largest art center in the country. Actually, there are more art galleries on La Cienega than in the entire city of Chicago."

More than 40,000 persons paid 50 cents apiece (25 cents for children) to see an exhibit of Modigliani paintings and drawings at the County Museum this spring. The last day of that show (April 30) the "Calendar" section of the *Sunday Los Angeles Times* listed 12 art exhibits on display that week.

The same paper also itemized 36 theatrical attractions for the week, not movies but live actors acting on stages before live audiences. Many of the shows, especially at the small "off-Sunset" theatres, are performed on a Thursday - through - Sunday schedule; many of the performers are well known for their work in motion pictures or tv films, who appear on the stage at Equity minimum just to enjoy the immediate reaction of the people on the other side of the footlights which is absent when the acting is done in front of a camera. The public packs the small houses and pays regular box office prices for the privilege. Some of the plays last only a few weeks; others run for months on end.

Another "Calendar" list on April 30 named 49 establishments offering entertainment with food and drink, ranging from a lone piano player to a full-scale Las Vegas type floor show. Restaurant sales totaled more than $790 million in 1960, second only to New York, according to the Southern California Restaurant Assn., which estimates that by 1965 L.A. will be in first place.

Crowds Commonplace ▪ A crowd of 5,000 attended the 1961 opening performance of the open air Ramona pageant at Hemet (about 100 miles from downtown L.A.) on a cool, windy Saturday afternoon in April and that same night another audience of the same size filled the Shrine Auditorium for the season's fourth and final Promenade Concert of the Los Angeles Philharmonic Orchestra. The San Francisco Opera has scheduled 20 performances to be given in Los Angeles this fall.

Los Angeles is the sports capital of the world, its sportscasters remind listeners daily, and the statistics would seem to prove them right. In baseball, the Los Angeles Dodgers last year had the largest season home attendance of any National League club—2,253,019. The year before, when the team became World's Champions, it also led the League in home attendance and on May 7, 1959, an exhibition game with New York drew the largest number of paying customers of any game in baseball history—93,103. Last month, the Dodgers drew the largest opening day crowd of any team—50,665. And this year the Los Angeles Angels have come along to give the city a second major league team.

Races, Football, Hockey ▪ Hollywood Park and Santa Anita each offers 55 days of races a year, with a combined attendance of more than three million at their most recent meets and a pari-mutual business of more than $250 million (of which nearly $20 million was turned over to the California tax collector). Los Alamitos, down near Disneyland in Orange County, this spring drew some 200,000 customers who wagered more than $12 million

Fifty-five days of racing a year at Hollywood Park and Santa Anita bring out more than three million people to help make Los Angeles "the sports capital" of the world. Above, the horses round the clubhouse turn.

during the 26 days of quarter-horse racing.

In the Coliseum, the Rams, pro football team, had an average attendance of 57,136 for their 1960 season, with a peak of 77,254 for their Dec. 4 meeting with the San Francisco 49'ers. The UCLA-USC collegiate football game did nearly as well, with 67,144 spectators. Total attendance at all Coliseum events for the year was 1,700,469. The Sports Arena attracted some 1.2 million during 1960, for a variety of events, including the new Lakers L.A. basketball team. Next winter a L.A. hockey team, member of the Western Hockey League, will play its home games in the Sports Arena, which can accomodate 14,000 spectators for a hockey game, 14,800 for basketball, 17,500 for a boxing match.

Golf is a major year-round preoccupation of Angelenos, who last year played a record 962,474 rounds on the municipal courses alone—five 18-hole and two 9-hole regular courses and four special three-par courses, which can handle 2,700 rounds a day during Daylight Saving Time and 2,200 rounds a day the rest of the year. How many more rounds are played on the scores of country club and privately owned fee courses is anybody's guess but 10,000 a day would be conservative.

Outdoor Living ▪ The city of Los Angeles also offers the facilities of 112 parks, 113 playgrounds, 36 pools, 11 miles of ocean beach and six vacation camps (with a combined "book value" of more than $75 million) to the public for activities varying from archery, croquet and bowling-on-the-green to soccer, baseball and tennis, not to overlook horseback riding and horseshoe pitching. How many people use the parks, the city won't guess, but it does estimate that its beaches played host to about 18 million bathers and tanners last year. And again, the municipal beaches occupy only a fraction of the total beach mileage in the metropolitan area.

The Sports Arena, which attracted 1.2 million persons last year is home for the professional basketball and hockey teams for the area.

Bowling is a popular activity in Los Angeles for which precise statistics are lacking, but they are bound to be staggering, as the city's current "Yellow Pages" list 102 bowling establishments, some advertising as many as 44 lanes and many stating that they stay open 24 hours a day. Also listed are 22 firms offering bowling apparel and accessories.

Boating is another ubiquitous Southern California pastime, whether with a sleeklined racing yacht or luxurious cabin cruiser or via the kind of craft that, along with its outboard motor, is transported to the water on a two-wheeled cart hitched to its owner's automobile. Boats are lumped together with aircraft and motorcycle in the 1958 census of business retail section (and presumably boats are the dominant member of the trio), whose combined sales in metropolitan Los Angeles were more than twice those in the Chicago area and even ahead of New York.

Negroes important Los Angeles group

Estimates of the size of the Los Angeles Negro population vary from 475,000 to about twice that number. Count from the 1960 Census is not yet available, but media people say it will probably be low, as many Negroes do not report all household members to poll takers.

There is no argument that Negroes earn more and live better in Los Angeles than in Eastern cities or in the South. Per capita income is lower than for whites, but per-family income is said to be slightly higher, because most Negro families have at least two wage earners. Negro residential sections, which are growing like all of the metropolis, are attractive and well-kept, a far cry from the crowded tenements of New York's Harlem or Chicago's South Side.

Negroes are more likely than whites to stick to well-known brands in their buying and, spending proportionately less for housing, to spend more for food, clothing, appliances. Negroes make up a large part of the crowd at sports events, but tend to do their entertaining at home rather than in restaurants and night clubs. One radio station, KGFJ, is programmed exclusively for the Negro audience.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

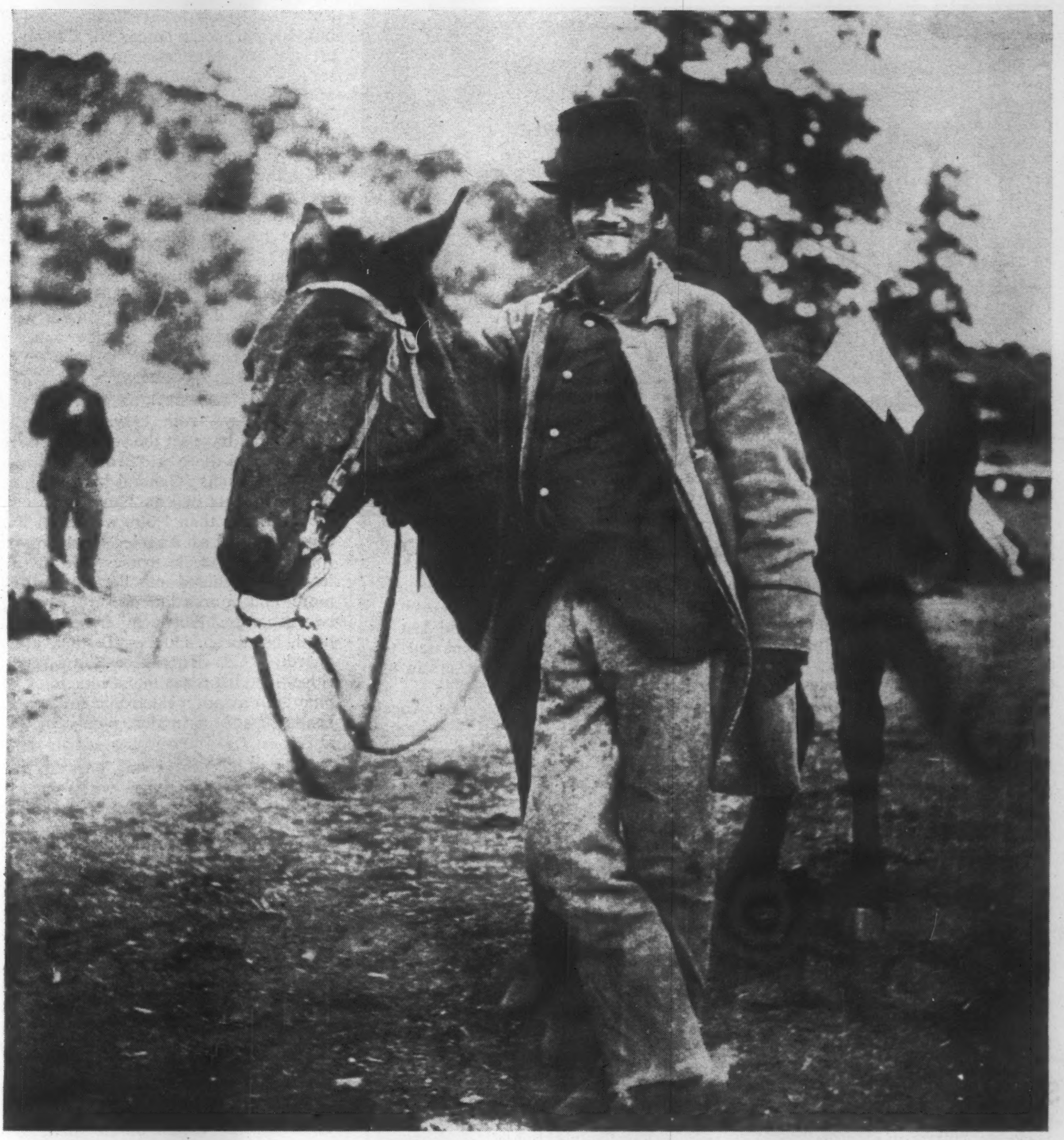
NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required



KMPC is first again with prosperous Angelenos, so reports our peripheral researcher, shown here on the outskirts of this frontier city. Pulse agrees: of the six leading Los Angeles stations, KMPC gets the most listeners, in the $5,000-to-$10,000 income bracket*—the group representing by far the largest share of consumer buying. This well-heeled group of settlers totals 314,000 different KMPC-listening families reached in one day! (Not to mention hundreds of thousands of families in other income categories.) For more KMPC facts, call AM Radio Sales.

*Sources: Cumulative Pulse Audience and Pulse Income Level Study, both Feb., 1961

KMPC

LOS ANGELES

KSFO SAN FRANCISCO-OAKLAND KVI SEATTLE-TACOMA

GWB A GOLDEN WEST BROADCASTERS STATION

Although Hollywood is still headquarters for film production, most of the movies made today are for television, rather than for theatres. Above Donna Reed and Carl Betz run through a scene from "Homecoming Dance," a telefilm in the "Donna Reed Show," on ABC-TV.

EMPLOYMENT TOTALS SOAR HIGHER

Los Angeles area has 2.3 million non-farm workers

As in population, so in employment, the Los Angeles metropolitan area is second only to New York. For more than a year, the Los Angeles area has been ahead of Chicago in the total number of persons employed and last December Los Angeles also passed Chicago in the number of workers in nonagricultural establishments.

Latest figures for the Los Angeles area, for March 1961, show 2,349,400 non-farm workers employed, the highest for any March in the area's history. Factory workers were the most numerous, 771,300, and their average hourly wage of $2.83 was an all-time high. Although manufacturing employment was down 26,400 from March 1960, the increase in the number of persons employed in trade was 10,200 more than a year ago and service employes rose 19,800 in the March-to-March period, indicating that buying had started an upturn at the retail level. Electrical workers on construction projects got top hourly wages, $4.72, with workers in plumbing, heating and air conditioning next with $4.40 an hour.

Jet-Age Industry ▪ Los Angeles employers include all kinds of business and industry, from casual California clothes that have set the style for leisure time apparel the world around to automotive products (General Motors alone has two plants in Van Nuys, each employing more than 1,000 workers). But especially is Los Angeles headquarters for aircraft and electronics, and in this jet age of guided missiles it's getting more and more difficult to keep the two separate. North American, Lockheed, Northrop, Hughes, Bendix, Marquardt, RCA, Thompson-Ramo-Wooldridge—the list reads like a blue book of blue chip aviation-electronic firms with headquarters or major plants in the area.

Tourist business is big business too in Southern California, where nearly five-million visitors spent more than $700 million dollars in the 12 months ending Aug. 31, 1960, according to the annual report of the All-Year Club of Southern California. The biggest share of the visitors' expenditures—$166 million—went for food and drink, with the next largest chunk—$136 million—going to hotel, motel and apartment proprietors. These sightseers spent $89 million for gas and oil, $94 million in clothing and department stores, $78 million for recreation (and $34 million for drugs and remedies).

Visitors Other Than Swallows ▪ Southern California is more than the Los Angeles metropolitan area, but

What's in a name?

Los Angeles got its name on Aug. 2, 1769. It was christened by a Spanish traveler, Gaspar de Portola, who camped there the previous evening. Since Aug. 2 is the day of Our Lady, Queen of the Angels, he naturally named his campsite in honor of "Nuestra Senora la Reina de los Angeles."

VOTE YES ON FM
VOTE YES ON FM

SOUTHERN CALIFORNIA VOTES YES!

Suddenly . . . almost overnight . . . thousands of "VOTE YES ON FM" bumper banners have appeared on the highways and freeways of the Nation's No. 1 FM radio market. From Corvettes to Cadillacs, the Southland's FM boosters are backing their favorite medium in a tremendous demonstration of loyalty. This is the market . . . this is the medium and this is the buying public that is prompting advertisers throughout the United States to "VOTE YES" on Southern California FM RADIO.

Counting ballots for the Southland: KBBI KBCA KCBH KDUO KFMU KGLA KHOF KMLA KNOB KRHM KUTE KVFM

VOTE YES ON FM

There are many small factories in the Los Angeles area noted for the fine quality of their products. Typical is Gladding, McBean & Co., producers of Franciscan dinnerware.

with Hollywood, Disneyland, the mission at San Juan Capistrano (where visitors outnumber swallows a thousand to one), Knotts Berry Farm, Olvera Street and Farmers' Market (the list could go on and on), plus major league baseball and top-flight racing and every other type of spectator sport and miles of beaches and the desert and the mountains—well, Los Angeles is where most of the out-of-towners spend most of their time and most of their money.

On a Saturday or Sunday the north side of Sunset Blvd., from Vine St. all the way to Beverly Hills, will be dotted with boys, each standing beside a banner boldly lettered "Maps to the Homes of the Stars." For Hollywood is still the source of glamour and romance to millions of tourists (especially feminine ones) who travel hundreds of miles to walk Hollywood Blvd. with downcast eyes looking for the names of their favorite stars in the sidewalk or to gaze reverently at the hand and foot prints in the cement plaza of Grauman's Chinese Theatre. All over the world, people who never heard of Los Angeles react to the name of its most highly publicized section, Hollywood, where the movies are made.

And movies are still being made in Hollywood, although the name is now applied generically to the entire Los Angeles area through which the picture studios are scattered. In March, 29,600 wage and salary workers were employed in motion picture production and distribution in metropolitan Los Angeles, according to the business statistic table of the Security First National Bank, which puts the activity at 96.8% of the 1947-49 month average. Of course, close to three-quarters of the total were working in one way or another on tv films rather than pictures

*SAFE BUY!

SOURCE: SPECIAL ARB MAY 5

*Over **ONE MILLION** viewers saw the Los Angeles Angels-New York Yankees game on May 5 on KHJ-TV, Channel 9. It was a thriller all the way—KHJ-TV out in front with approximately 40% share of the total audience, 405,500 more viewers than the next leading network station, and over 340,000 more HOMES than the three other independent television stations combined. In Los Angeles, the big switch is to colorful Channel 9. KHJ-TV televises more major league baseball than any other station in the west, and also presents MILLION DOLLAR MOVIE—Los Angeles' highest rated Motion Picture showcase that reaches more different homes week after week than any other program on television! For additional information on choice baseball adjacencies and KHJ-TV—the only safe buy in Los Angeles—contact your nearby H-R Representative TODAY!

KHJ-TV COLORFUL 9

Mal Klein, VP and General Manager • Don Balsamo, Sales Manager • Jerry Molfese, New York
HOllywood 2-2133 • 1313 N. Vine • Advertising Sold Nationally through H-R Television

THE VITAL
LOS ANGELES
NEGRO
MARKET—
MORE THAN
900,000
"A CITY
WITHIN
A CITY"
IS YOURS WITH
JUST ONE MEDIA
BUY
ON
KGFJ
WINNER OF URBAN LEAGUE
CIVIC AWARD FOR TWO
CONSECUTIVE YEARS!
DIAL 1230
SO. CALIF.'S
ONLY
DAILY MEDIUM
BEAMED TO
REACH THIS
MARKET!
24 HOURS
DAILY
ON
KGFJ
NAT.
REPS.
BERNARD HOWARD & CO., INC.
New York, Chicago, Atlanta
TORBET, ALLEN & CRANE, San Francisco

to be shown in theatres, but the stars are just as bright and the gawking tourists just as starry-eyed as in the days before television wreaked havoc with the movie theatre boxoffice. (And today, many a movie executive is dreaming and scheming of the day when pay tv will enable him to get his revenge by putting a new boxoffice into each U.S. living room.)

Angelenos appreciate the large vista and more and more homes are built on the hills which abound in the area. About a dozen new pool permits are issued each day in Los Angeles where already, it is estimated, one home in every ten has its private swimming pool.

IS A POOL A NECESSITY?

Bungalow owners have made city number-one market for fertilizer, plants, garden gadgets

People mean homes and in Los Angeles homes generally are single-family one-story houses—traditionally stucco bungalows although today ranch-type dwellings are the more popular. Virtually every house has a patio and about one in 10 a pool, with private pool permits being issued at the rate of about a dozen a day in the city of Los Angeles alone, three-quarters of them to homeowners in the Valley, where the daytime temperature is five to 10 degrees above that downtown in summer, below in the winter. The cost of a pool is about the same as that of a new car. Los Angeles is also the nation's number one market for plants, fertilizer and all kinds of garden gadgets.

Of the 2,369,151 housing units in the area at the time of the 1960 census, just over half (1,243,334) were owner-occupied; 971,173 were rented and 154,644 were vacant. Median dollar value of the occupied homes ranged from $12,700 in Compton to $22,700 in Santa Monica, with about half of the communities not reporting.

Building Continues ▪ There's no end in sight. In 1960, Los Angeles and Orange counties issued building permits with a total dollar volume of $1,752,478,000. These included 83,654 family dwelling units, of which 40,798 were single-family dwellings and 42,956 were units included in multiple buildings. In Los Angeles County, 57% of the permits were for units in multiple buildings; in Orange County, 67% were for single-unit dwellings.

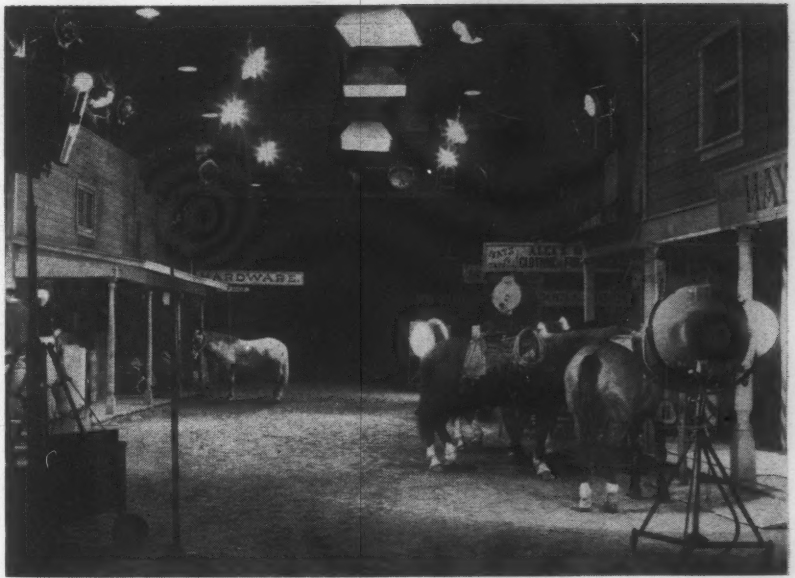
More and more Angelenos are getting up in the world by taking to the hills for their homesites, a natural tendency

Avoid the rush

Los Angeles is a wealthy market, ready to buy what it wants, regardless of cost. Here's a full-page ad that ran in the *Los Angeles Times* for May 4, 1961. Headed "For Sale Now," it announced that the Aero Commander Jet 1121, a 500-plus MPH aircraft, seating from four to six in the passenger cabin and carrying lavatory and galley facilities and priced at "less than $600,000," is "for sale now. You can order yours today."

as the valleys become more crowded and a desirable move for those who like large vistas. It's also an inevitable trend as more than half of the land in the metropolitan area is hilly or mountainous.

Some people don't like being tied down to a fixed location, yet want to own their dwellings instead of renting them. These individuals, and there are 75,000 of them in the Los Angeles metropolitan area, live in mobile homes in what used to be called trailer camps. This number, too, is on the increase. In 1960 a total of 2,446 mobile homes were purchased in Los Angeles and Orange counties for $12,230,000, according to the Trailer Coach Assn., which also reports that 1,470 travel trailers, worth $2,646,000 were purchased in the same area in the same period, or a total of $14,876,000 for living quarters on wheels.



Perhaps the most famous intersection in the movie-tv capital is not Hollywood and Vine but this "indoor street" at Sunset-Paramount studios where CBS Films shoots various segments of "Gunsmoke" and where many other films intended for television have their origin.

Cut Farm Acreage ▪ As the tract houses spread farther and farther out to house the growing population of Los Angeles, they cut deeper and deeper into the farm acreage. As an illustration, in 1945 a total of 100,585 acres in Los Angeles and Orange counties was devoted to growing Valencia oranges. By 1960, this had shrunk to 44,200 acres. But, as the acreage with the lowest crop yields is sold off, the better land gets to be pretty expensive for the subdivider and the change from crops to homes slows down. In 1955, Orange County lost 5,432 citrus acres to home builders, but in 1956 the loss dropped

54% of the 900,000 Los Angeles residents who live in the San Fernando Valley listen every week to KGIL

(Cumulative Pulse Audience, Feb. 1961)

Represented by Robert E. Eastman

A portion of the Valley's 232 square miles

Here's Los Angeles' Conversation Piece

KABC

KABC (and its listeners) are kept aware by conversation. Word for word, KABC's conversation is newsworthy, stimulating, provocative.

KABC's microphone is your conversation piece in LA. Have a word with your KABC rep.

RADIO 79 Los Angeles

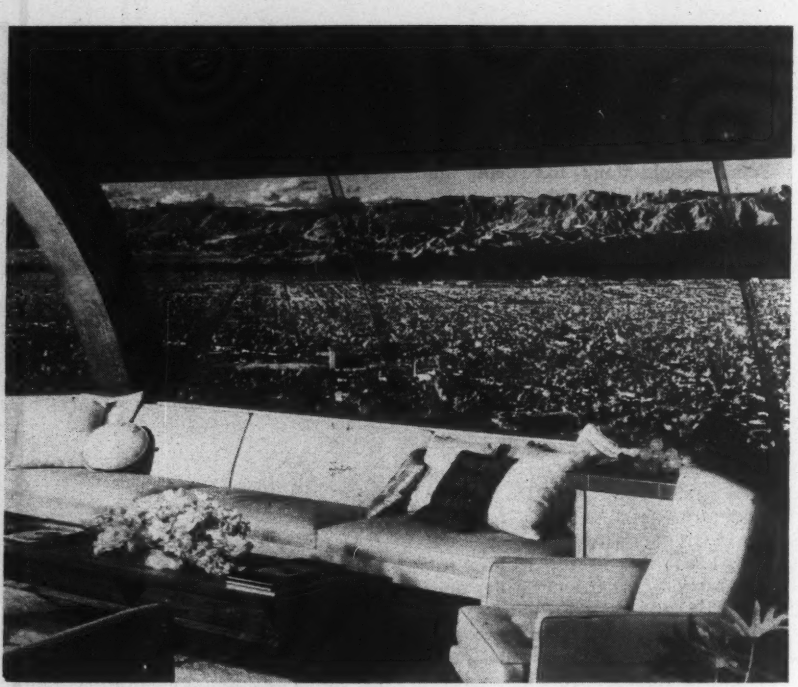
Represented by Katz Agency

HERITAGE FM STATIONS SELL! Call or wire your nearest Heritage Stations Representative for success stories on . . . LANGENDORF BREAD . . . MATSON LINES . . . AMERICAN MEDICAL ASSOC. . . . KLEEN KING . . . EXECUTIVE CAR LEASING . . . WESTERN AIR LINES . . . COLONIAL DAMES.

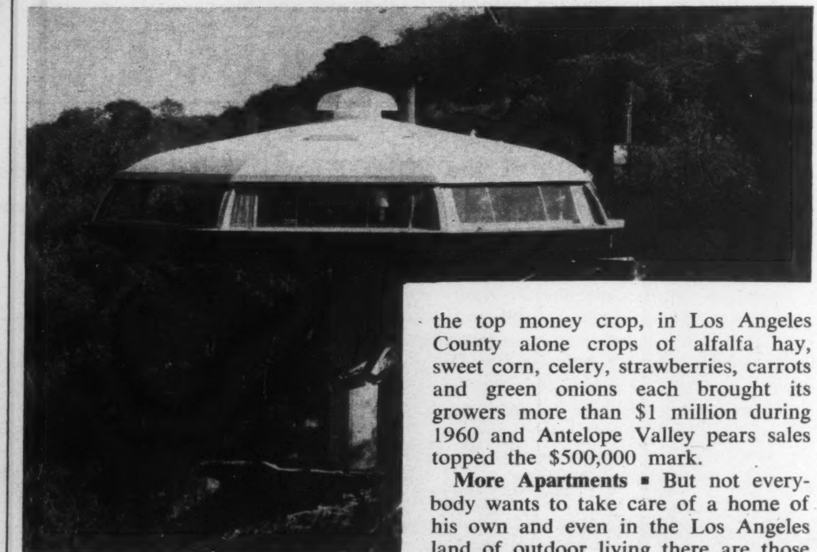
HERITAGE STATIONS REPRESENTATIVES

New York, Detroit, Los Angeles, San Francisco, Seattle

heritage stations markets: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Dallas, Denver, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, Portland, St. Louis, San Diego, San Francisco, Seattle, Washington D. C., Bellingham, Wash., Grand Junction, Colorado, Montgomery, Ala., San Bernardino, Cal., Topeka, Albuquerque.



This is the view from the interior of the Chemisphere House, probably the latest in modern design in the Los Angeles area. High in the Hollywood Hills, it commands a view of the mountains. Exterior is shown below.



to 3,600 acres, in 1957 to 1,233 acres, in 1958 to 997 acres and while it rose in 1959 to 1,480 acres that figure was well below that of 1955. Orange County's Irvine Ranch, now beginning a planned development of homes, business and industry, including a new branch of the U. of California, is expected to continue its citrus production for at least another 15 years.

More than 375,000 workers were employed on the farms and ranches of the Los Angeles metropolitan area last December. While citrus fruits are still the top money crop, in Los Angeles County alone crops of alfalfa hay, sweet corn, celery, strawberries, carrots and green onions each brought its growers more than $1 million during 1960 and Antelope Valley pears sales topped the $500,000 mark.

More Apartments ▪ But not everybody wants to take care of a home of his own and even in the Los Angeles land of outdoor living there are those who prefer apartments to houses. The number is rising. Data compiled by Security First National Bank show that the total of 105,546 dwelling units authorized in 1955 comprised 81,657 single dwellings and 23,889 units in multiples. By 1960, however, the 83,654 units authorized included only 40,798 single dwellings, fewer than the 42,856 units in multiple-unit buildings.

Like almost every other fact about Los Angeles, the trend toward apartment living is not concentrated in the sections nearest the downtown business district but is spread throughout most of the metropolitan area. Wilshire Blvd., from the heart of the city all the way to Santa Monica and the Pacific Ocean, displays more and more new skyscraping apartment buildings. And in Santa Monica itself one lucky builder next week (June 7) will be awarded the chance to buy 36 acres of beach property for $9.4 million and to erect there a complex of apartment and commercial buildings that will replace the present dilapidated area with a shining new deluxe community. Ten companies have submitted bids accompanied by detailed plans and scale models of their proposals for the project, which when complete will have cost $60-80 million.

Next door to the downtown office buildings and the Civic Center's cluster of new and nearly new buildings in which the city, county, state and federal governments carry on their multifarious activities, the 136-acre Bunker Hill area will soon begin to trade its dilapidated pre-1900 houses for towering new apartment and office buildings at an overall cost of about $350 million. And long before that project is complete a new three-building music center will have reared its lovely head at the crest of the Civic Center area.

Spanish-speaking market important

Populated so largely by emigrants from states east of the Rockies, Los Angeles tends to resemble the typical midwestern city. The resemblance would be even more marked if it were not for three Los Angeles characteristics not found in the Midwest: the hills and mountains that invade as well as surround the urban area, the palm trees that line the streets and punctuate the skyline and the Latin-American residents. This contingent, estimated at more than 750,000, with a buying power of $2 million a day, continues to grow at the rate of 60,000 to 70,000 a year.

Nearly half (44%) of the Spanish-speaking people own their own homes and more than two-thirds own automobiles, according to a survey made a year ago by Belden Assoc. Belden also reported that these Latin-Americans (chiefly of Mexican origin) have a mean family size of 4.5 persons; that more than 90% of their abodes are equipped with both radio and tv receivers and that more than 80% of their automobiles have radios.

Spanish is the language most spoken at home (although 44% of the interviewed sample said they speak English and Spanish equally) and Spanish is the language preferred on the radio. Two stations—KALI and KWKW—broadcast exclusively in Spanish, with some other stations offering some Spanish programming. There are also a couple of daytime tv programs in Spanish. The Spanish-language daily newspaper, *La Opinion*, has a 20% readership among the Latin-American families, the survey reported, less than that of either the morning *Examiner* (21%) or the evening *Mirror* (28%).

Early-to-bed L.A.

"How is Los Angeles different? That's easy," one station manager answered BROADCASTING's query, "It's an early-to-bed, early-to-rise town. Look at the ratings. See what happens to Paar and the *Late Show*."

According to Telepulse for February what happens is that Angelenos go to bed earlier, or at least turn off their tv sets earlier, than New Yorkers do. Homes using tv (HUT) at 10 p.m. of a weeknight drop from 59.3% to 50.4% in Los Angeles while in New York the start is higher (64.9%) and the drop smaller (to 59.7%). An hour later, 44.9% of New York families still have tv on, but only 20.5% are watching in Los Angeles. At midnight the HUT figures are 19.7% for New York, 6.5% for Los Angeles and at 1 a.m. they are 13.3% to 5.9%.

Jack Paar on ch. 4 in both cities beginning at 11:15 p.m., starts out with 11.3% of the tv homes in New York and 4.5% in Los Angeles, fewer viewers than the 4.6% of New Yorkers who are still tuned in when Mr. Paar goes off the air at 1 a.m. He signs off a half-hour earlier on the Coast but even 12:30 is too late for most Angelenos and only 1.9% are still with him then. The *Late Show* opposing Mr. Paar on ch. 2 on both coasts, starts with 10.7% of the tv homes in New York at 11:15 p.m. and still has 6.3% at 1 a.m. in Los Angeles there are only 3.3% watching when the movie begins and 2.3% are still there when it ends.

In the morning, Los Angeles has an edge: 7.5% of the homes have tv on at 7:30 a.m. to 3.0% in New York. At 8 a.m., the L.A. HUT is 14.2% to New York's 10.0%. Radio ratings show no significant east-west differences, early morning or late evening.

60
5
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55

KBIG sells to more adults per minute, per dollar
in all 8 Southern California
counties than any other
radio station.

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

"THE Magic Medium
IN THE MIRACLE MARKET"
KEZY
Disneyland Hotel

RADIO ORANGE COUNTY

Orange County, "The Miracle Market." In a single decade, Orange County has skyrocketed 225% in population — adding more people than presently live in Omaha, Toledo, or Richmond Va.! Standing alone, Orange County would be America's 33rd market—bigger than Columbus, Dayton or Indianapolis!

Magically, K-EZY has captured the Orange County Market. In two years, "The station in the Disneyland Hotel" has become the favorite station for Orange County listeners.*

*Orange County Pulse Nov.-Dec. 1960

For details call: Cliff Gill—President & General Manager PR 4-5170
Ira Laufer—General Sales Manager Hollywood 3-5621
National Representatives: San Francisco • Torbet, Allen & Crane
Chicago and New York • Jack Masla

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IN LOS ANGELES, IT'S LATHAM FOR NEWS

Jack Latham, KRCA's "Emmy"* award-winning news reporter, delivers the latest, most comprehensive TV news to more** people than any other TV news reporter in the Los Angeles market area. Jack Latham News is a good reason for placing your advertising on the station where "You Always Get More"... KRCA 4.

KRCA

NBC

Channel 4 in Los Angeles
NBC owned
sold by NBC Spot Sales

*"Most Outstanding Achievement in the Field of News", 1960, National Academy of Television Arts and Sciences, Los Angeles.

**Latham News delivers an average of 206,800 TV homes per newscast. Nielsen: Sept. 19, 1960-Jan. 22, 1961.

Continued from page 52

influencing an audience to buy their products. And etv representatives will discuss the contention that television is, in some respects, more effective than any other teaching tool.

Sen. Dodd feels "the high incidence of criminality" portrayed on television cannot be discounted in view of these claims.

KLFT owner can't recall technical violations

With the license of his station, KLFT Golden Meadow, La., at stake in a revocation hearing in New Orleans last week, Joseph Leo Theriot said he could not remember whether he had been informed he was breaking an FCC rule.

Charges leading to the license revocation proceeding stemmed from repeated technical violations. At the request of the FCC Broadcast Bureau the charges were expanded to include whether Mr. Theriot had made deliberate misrepresentations to the commission (BROADCASTING, April 17).

Mr. Theriot claimed in February he had hired a fulltime first-class engineer, George L. Roundtree, Jr. The Broadcast Bureau charged that Mr. Roundtree was still in the employ of the radio service company KLFT used and had merely posted his license at the station in return for $50 per month from Mr. Theriot.

Testifying under subpoena before Hearing Examiner J. A. Kyle, Mr. Theriot said he had hired Mr. Roundtree "sometime last month" for a salary of $300 monthly. He said he had made a standing offer to hire Mr. Roundtree at that salary three years ago but that the engineer kept telling him "I'll think about it." The licensee said that when his former chief engineer left the station in late 1959 he had the firm which employs Mr. Roundtree supervise the station operations.

Asked by Broadcast Bureau attorney Richard Ely if he had been told that the hiring of a radio service firm is no substitute for a fulltime first-class engineer, Mr. Theriot said, "I don't remember."

Mr. Roundtree, subpoenaed to appear Thursday, testified that after being paid several months for posting his license at the station, he decided to accept Mr. Theriot's fulltime offer. He said he had posted his license at KLFT last December, but had since learned that this is not permissible without fulltime work at the station.

Harold J. Callais, holder of an operator's license, said he had discussed with Mr. Theriot about working at the station but that he had decided against it.

Character witnesses testified on behalf of Mr. Theriot last Friday. The station serves a small community some 70 miles southwest of New Orleans in the Louisiana bayou country. Mr. Theriot also has interests in banking, investments and insurance in the Golden Meadow area.

Vhf-uhf data

A report summarizing and presenting the results of a considerable number of vhf-uhf field strength recording projects conducted at FCC monitoring stations is now available from the FCC Technical Research Division, Room 2216, New Post Office Bldg., Washington 25, D. C. The report is titled "Vhf-Uhf Field Strength Measurements"—T.R.R. 2.4.18.

Financial problems cited in mixed uhf-vhf markets

Witnesess produced by the FCC Broadcast Bureau during the two sessions in a hearing to show cause why KERO-TV Bakersfield Calif., should not operate on uhf ch. 23 instead of vhf ch. 10 testified to the difficulties experienced by uhf stations in mixed vhf-uhf markets, specifically Bakersfield.

A New York station representative said a client Bakersfield uhf has only seven national advertisers currently and has only had five others in the past five years. He said the station's billing is "a very nominal sum" and that representing the station has not been profitable to his firm. To get business for a uhf station in a mixed market, he said, it is often necessary to offer rate concessions.

When an FCC finance expert testified on the financial state of uhf stations in mixed markets, attorney for KERO-TV, Harold Mott, asked to see the figures. Hearing Examiner David I. Kraushaar ruled that because the source of this information was the confidential annual financial reports submitted by the stations, KERO-TV was not entitled to examine them without commission permission. The station thereupon petitioned the commission to reverse Mr. Kraushaar's ruling in order to verify the financial status of mixed and deintermixed markets.

The FCC last week...

- Was asked by WSAY Rochester, N. Y., to vacate the assignment of shared time of WVET-TV on ch. 10 there and make that time available to applicants. WVET-TV has a pending application for assignment of ch. 5 from WROC-TV. WHEC-TV, which shares time on ch. 10, wants fulltime use of the channel. WSAY said it does not object to the sale of ch. 5 to WVET-TV but said it sees no reason WHEC-TV should get fulltime use of ch. 10 without a comparative hearing. WSAY repeated charges leveled in its prior petitions to the FCC that the Gannett newspaper chain, which owns WHEC-TV, is monopolistic. It said the sale agreements for the channels were made needlessly complicated to obfuscate the commission.

- Was asked in separate petitions by WABI-TV Bangor, Me., and the U. of Maine to reconsider its order shifting ch. 7 from Calais to Bangor. The station said the FCC decision was based on the assumption that Calais would still have U.S. vhf service after the shift. WABI-TV claimed it would not. A tv translator station would not be a remedy either, it said. WABI-TV said if the FCC would retain ch. 7 in Calais it would build there to give service to that city but would just as soon the FCC reserve the channel for educational use. WABI-TV claimed Bangor does not need and probably cannot support a third vhf station. In addition to some of the same charges, the university said that measures pending in the state legislature might enable the institution to utilize the channel for etv. It said Bangor did not need a third vhf and that any one built would be technically inferior because it would have to use low power to protect existing Canadian stations.

WIRA-AM-FM asks FCC to reconsider sanction

WIRA-AM-FM Ft. Pierce, Fla., recently handed a short-term license by the FCC for technical violations, last week asked the agency to reconsider and grant a full three-year renewal. The station spoke of attempts to influence advertisers and public opinion against the station since the FCC santion and held the short-term license makes it difficult to serve the public.

The station said many technical deficiencies cited by the FCC were due to pressure in getting WIRA-FM on the air as part of the Florida Defense Fm Network and that at the time of the FCC engineering inspection, WIRA's chief engineer and his assistants were exhausted after round-the-clock coverage of Hurricane Donna. WIRA said it didn't tell the FCC about these extenuating circumstances earlier because it didn't realize a short-term license might ensue.

The petition, covering several technical faults found by the FCC, told which WIRA feels were due to the pressure of the hurricane, and which it considers minor oversights. WIRA said all the deficiencies have been since corrected.

Electronic super-spy system proposed

EIA MEMBERS SURPRISED WITH REPORT AT CHICAGO CONVENTION

A newly published plan for a fantastic global electronic intelligence system for "war control"—a scientific-social-political concept which if ever adopted could soon double or triple the $10 billion electronics industry—was the most provocative news of the Electronic Industries Assn.'s 37th annual convention in Chicago last week.

The plan, endorsed as feasible by well-known figures in science, education and industry, was disclosed to the EIA board Friday by President L. Berkley Davis and it was so new that until then only a few of EIA's officials had seen copies for a period of but 24 hours. Mr. Davis said EIA will not take a position on the report as an industry association, but he promptly brought it to the board's attention because of its importance.

The proposal is made in a newly copyrighted report by Howard G. Kurtz, senior associate with the New York management consulting firm of Handy Assoc. It is based on Mr. Kurtz' report submitted to the Foundation for Instrumentation, Education & Research, New York, at the foundation's request. Titled "The Future Research Challenge: Control of World Crisis," the report proposes a national security effort of the scope of the Manhattan Project during World War II.

Get aboard the fastest growing market in Maine!

2
WLBZ-TV
2
Bangor

WLBZ-TV's market area includes:

1. The county with the largest percent of family income increase in Maine (Penobscot . . . home county)
2. Ten counties with a family income above the national average
3. The wholesale and retail trading center for Eastern Maine
4. An area with over ¾ of a billion in spendable income

ZERO in on Channel 2 and get "on target" with sales

WLBZ-TV 2

Eastern Maine's favorite channel

Remember, a matching spot schedule on WCSH-TV in Portland saves 5%

World-Wide Censors ▪ The proposal calls for a giant international complex of electronic data transmission, surveillance and detection systems reaching into every critical facet of military, industrial and economic activity of every major country; with control, inspection and deterrent police forces, centering in the United Nations or some similar international organization. Mr. Kurtz said the plan would not interfere with individual national sovereignty.

Mr. Davis

The object of the plan is a super-sophisticated control system which would immediately alert international authorities if any unusual military, nuclear arms, transportation, industrial or similar activity took place which could possibly imply war conditions.

For instance, if a carload of strategic materials headed for a consumer factory somewhere in the world suddenly were diverted from its scheduled destination, the vast war control system would detect this event and immediately signal an alarm. Inspection teams would be dispatched promptly and police action would be taken if necessary.

Another example might be if a factory in some country began to discharge unusual suspect wastes into a river. The chemical change would be "sensed" and an alarm set off. Other possible examples range the extent of the imagination. The system involves technical sophistication of a high order and could mean tremendous long range development and economic gains for industry.

Mr. Kurtz' report suggests presidential action to establish a War Safety Control Institute as part of the National Security Council and would involve top strategy activity on the part of the secretraies of state and defense as well as the director of the U. S. Information Agency. The latter would keep the world appraised of research progress for the plan and help to overcome obstacles to public credibility of the war control concept, which Mr. Kurtz says is perhaps as zero now as belief in putting a man in space was a few years ago.

Mr. Kurtz implies that the concept could produce a distinct psychological advantage for the U. S. in its now-deadlocked nuclear inspection talks with the USSR.

The Foundation for Instrumentation, Education & Research serves the fields of science, engineering, industry and education in the most advanced military areas of surveillance and weapons, command and control feedback systems.

Spectrum Boss ▪ There are "favorable" indications that the government will soon establish a central authority to administer the radio spectrum, EIA President Davis said last week.

This move will come, he said, either at the direction of the President or through legislation.

The EIA president made this point in his report to EIA members. He didn't amplify his remarks, but obviously was referring to reports that President Kennedy is sympathetic to the appointment of a spectrum czar (BROADCASTING, April 17).

The 1960s, Mr. Davis said, will be known for electronic probing of the universe and for the establishment of satellite communications. The EIA president predicted a $10 billion year in 1961 for electronics ($9.75 billion in 1960). He also warned that electronics manufacturers would face more and more competition from Japanese imports, noting that 50% of all transistorized radios sold in the U.S. are of Japanese manufacture.

Other EIA convention news:

▪ Edward R. Taylor, Motorola executive vice president who is chairman of the consumer products division of the association, predicted radio-tv-phono sales in 1961 should equal or even slightly exceed 1960 sales. The consumer products division also reported it is preparing a pamphlet on stereo broadcasting and phonograph and tape apparatus for the information of the public and retailers.

The division announced it has decided to stop collecting retail sales data on consumer products because of the high costs of gathering the information and the changing patterns of retail marketing.

▪ Warning flags on the state of the electronic industry's economic weather were run up by the association's credit committee, which reported that 42 electronic manufacturers had financial difficulties in the 12 months ending March 31, compared with 39 in the same period last year. Twenty electronic distributors failed, compared to 15 the previous year. The committee noted that the liabilities of electronic manufacturers have grown from $7.8 million in 1959-60 to $19.2 million in 1960-61, and for distributors from $2 million to $2.6 million in the same period.

▪ A plan to revise the organization of EIA was taken under consideration by the board on Friday. The proposal calls for an expansion of the association's divisions from the present 5 to 12, product-marketing orientation, and a realignment of the objectives of committees to focus their work on more specific subjects. The reorganization plan is predicated on the expected growth of the electronics industry in the next decade.

Triangle to enter electronics field

Triangle Publications' Radio and Tv Division has taken a first step into electronics manufacturing. It has purchased one-third interest in ITA Electronics Corp. for an undisclosed sum, it was announced last week.

ITA, with headquarters at Lansdowne, Pa., is one of the leading manufacturers of fm transmitters. It recently added a line of am transmitters and automation equipment (BROADCASTING, May 15). Bernard Wise is president and principal owner of the company, founded four years ago.

Triangle, owned by the Annenberg family, publishes the *Philadelphia Inquirer*, other newspapers and owns the following broadcast properties: WFIL-AM-FM-TV Philadelphia, WNBF-AM-FM-TV Binghamton (N. Y.), WLYH-TV Lebanon-Lancaster (Pa.), WFBG-AM-TV Altoona-Johnstown (Pa.), WNHC - AM - FM - TV, Hartford-New Haven and KFRE-AM-TV and KFRM (FM) Fresno (Calif.).

Fm stereo is standout of Chicago parts show

Fm-stereo components were the highlight of the National Electronic Parts Distributors Show in Chicago last week and suppliers anticipated a bright new market with the advent of stereo broadcasting June 1.

Herbert G. Brown, manager of Ampex Audio Co., said an unmatched boom in both professional and consumer recording equipment is a certainty during the next 18 months to two years. He said both broadcasters and listeners "will be in the market immediately for tape recorders which meet the high technical standards required for fm stereo." He noted that the national stereo radio committee used the Ampex Model 354 recorder for its exhaustive tests of proposed systems during the FCC proceeding.

General Electric presented its fm-stereo adapter unit Model MA-2G, a two-tube, self-powered unit that will retail for $39.95 and can be used with GE component tuners and certain other tuner models to receive stereo.

Majestic International in cooperation with Crosley Television Corp. held continuous demonstrations of fm stereo. Majestic multiplex subcarrier generator and adapter models will be on the market about June 15.

Other features of the parts show included the introduction by RCA of its new Red Seal high quality line of magnetic tapes and its new merchandising plan for dealers sales of the RCA Silverama tv picture tubes. Jerrold Electronics Corp. introduced seven new major products for tv and fm master antenna systems, an fm tuner, and a new uhf crystal converter.

Portable color tv tape recorder: $60,000

Want a suitcase size video tape recorder for your mobile news wagon? If you like to tinker, have spare cash, a sharp engineer and a creepie-peepie or vidicon camera chain in the shop, you might have fun rigging up one by converting a new airborne reconnaissance tape system now being sold to the military by the Ampex Instrumentation Products Co.

The new Ampex product was uncovered last week in Chicago at the National Telemetering Conference. It was loaded with reels of regular Scotch brand video tape and Ampex engineers said that back at Redwood City, Calif., laboratory workers had run television programming through the system in color and had achieved results of "high quality."

It is a wide-band, 4-mc system. It is not compatible with Ampex broadcast video tape recorders but the final output signal from the playback machine could be re-recorded into broadcast standards at the studio. The system uses the rotating "etching" head familiar to broadcasters.

The suitcase size recorder unit, AR-300, displaces only 3.5 cubic feet, weighs 175 pounds with tape and uses shock-resistant solid-state components and etched circuit boards. It costs $60,000. For broadcast mobile conversion, however, a power problem must be licked, since the recorder takes 750 va of 115 volt 400 cps three-phase AC and 16 amps of 28 volt DC power. It was noted a small trailer type surplus military generator could lick this, hooking onto the news car and still keeping size far below present mobile tape units.

The ground playback unit is model FR-700, which mounts in a 19-inch rack, 75 inches tall; it weighs 600 pounds. It costs $84,000 and needs 2,000 va of 115 volt 50-60 cps AC power.

At the same convention General Electronic Labs, Cambridge, Mass., and Silver Spring, Md., displayed its new interference-canceling bridge which, used in conjunction with an fm receiver, allows reception with "good fidelity" of both of two interfering signals even when both signals have the same average frequency and peak deviations. In broadcast use, the system could allow-off-the-air pickup of two interfering co-channel signals, separating the signals without their mutual interference and delivering each signal to a new program or re-broadcast source. The system also could be adapted to a novel stereo system for fm.

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FCC PLANS ENTITY FOR SPACE RELAY

Global carriers asked to closed Washington meeting June 5

The best bet for operating a space communications relay system is a common carrier's common carrier. That's the import of the FCC announcement last week calling a special exploratory meeting in Washington June 5—and inviting all international common carriers to attend.

The commission said it has considered various plans but feels a single operating entity is best to build and operate a space relay system because of the substantial capital investment required (estimated as high as $500 million) and the limitations of the radio spectrum.

The commission turned down proposals that such a joint venture be opened to international communications carriers, domestic communications companies and manufacturers of communications and aerospace equipment. Such widely held ownership, including the public, was suggested by General Electric Co. and Lockheed Aircraft Corp.

The June 5 meeting is open only to those invited, the FCC emphasized, and won't be open to the public.

Among the common carriers certain to be invited: AT&T, Western Union, RCAC, American Cable & Radio (IT&T subsidiary), Press Wireless, Tropical Radio, Hawaiian Telephone Co., South Puerto Rico Sugar Co., U. S. Liberia (Firestone subsidiary). Government agencies, presumably also involved: National Aeronautics & Space Administration, State and Justice departments, and possibly, the Department of Defense.

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Technology to Come ▪ Still under FCC study is a second inquiry concerned with the frequencies which would be used for a space communications relay system.

One of the most controversial technical decisions probably won't be decided for a couple of years, after further research and experimentation; that's whether to put the "birds" into a relatively low orbit (7,000 miles high is one proposal) which would require 30-50 satellites in random orbit, or into a "synchronous" orbit by which two or three satellites 22,300 miles away could cover 90% of the earth's surface. In the latter system, the satellite revolves about the earth at the same rate the earth turns; remaining, therefore, in a stationary position over the earth.

Other space activities developing last week:

▪ GE's space communications subsidiary, Communications Satellites Inc., has been in touch with nine space and communications companies to attempt formation of a joint venture to handle space relaying. Reactions were "excellent," according to D. T. Atkinson, executive vice president of the company. The nine were AT&T, American Securities Corp. (prospective purchasers of Western Union's overseas cables), General Telephone & Electronics Corp., Hawaiian Telephone Co., IT&T, Lockheed Aircraft Corp., Press Wireless Inc., RCA and Western Union. This move may be stillborn, however, in view of the FCC's decision to establish a joint venture which includes only international communications carriers.

▪ National Aeronautics & Space Administration reported that the first inflation test of its new, 135-foot "rigidized" balloon satellite was successfully accomplished. NASA intends to use the stiffened sphere in its next Echo test of a passive reflector. The first Echo, 100 feet in diameter, went aloft in August 1960. It is still in orbit, but has not been used in recent months because it has lost some of its smoothness and this has made it less efficient for banking radio signals from its surface. The new Echo is scheduled to be launched next year and is considered capable of retaining its smooth shape for an indefinite period.

▪ FCC Commissioner T. A. M. Craven in a Tulsa speech at the First National Conference on the Peaceful Uses of Space, was scheduled last Saturday to tell his audience that the FCC has established a liaison with the Dept. of Justice to arrange a permit for a joint venture operating company to run a space communications relay system. He also reported that FCC experimental space communications grants have been made to Collins, Federal Telecommunications Labs and Westinghouse to bounce signals off the moon or off man-made satellites; and to AT&T to conduct an experimental program with an active satellite.

▪ Rep. Victor L. Anfuso (D-N. Y.) said last week he will introduce a resolution in the House for the U. S. to orbit a talking satellite which would broadcast a message of peace and brotherhood to the world. He feels it should be lit up so it can be seen with the naked eye. The New Yorker said he understands the idea is feasible and that receivers can be installed in African and Asian villages where the broadcasts can be heard by the natives. Suggesting that it be called the "Star of Hope," Mr. Anfuso estimated the cost at $15 million, and said he hopes it can be put into orbit by Christmas.

Chicago meet reviews space communications

The rapid development of space exploration and its demands for expanding communication capacity over astronomical distances is quickly emphasizing the already overcrowded condition of the radio frequency spectrum, the Fifth National Symposium on Global Communications was told in Chicago last week. New and exotic methods of communication were explored, along with numerous technical sessions on such diverse but still related subjects as tropospheric scatter propagation, radio wave propagation through the deep rock strata of the earth and slow scan television via ordinary telephone lines.

L. R. Bittman of The Martin Co., Baltimore, surveyed progress in the new space communication arts, including a system of transmitting intelligence in space via modulation of particals from electron or ion accelerating guns. Other techniques he discussed included systems based on ultramicrowave radio frequencies, infrared, visible light (Laser), ultraviolet radiation (produced by exploding fine wires with high power surges), x-rays, deflected sunlight and "mail rockets" or direct transfer of recorded capsules. He said at the present only the Laser and deflected sunlight techniques appear promising among "exotic" methods.

Nelson Hoag, ITT Federal Labs.,

Fort Wayne, Ind., related progress of his company's "Videx" system of slow scan tv using telephone lines having bandwidth of approximately 300 to 3,000 cps. For transmission of still pictures such as maps, charts, pictures of people and the like that do not require animation, an ordinary telephone line can be used, eliminating costly microwave links, he said. Resolution of 400 lines in the picture is achieved. About 60 second per picture transmission is required. With AT&T's new Telpac with 48 kc bandwidth, transmission time is reduced to two seconds per picture, he said.

Zenith sends fm stations its stereo presentation

Zenith Sales Corp. wrote all fm stations in the U.S. last week to advise that Zenith is going to provide them with copies of the firm's stereo fm presentations before the FCC. Zenith said it also will send every fm broadcaster complete technical information, including circuit diagrams, describing equipment which has been installed in the Zenith-owned WEFM (FM) Chicago for stereo. The mailing will cover conversion of a Collins 734A transmitter for multiplex stereo. Zenith said similar technical data has been filed with the FCC in a request for type approval.

Zenith wrote fm broadcasters: "You can help us make this program work effectively by letting us know as soon as possible when you plan to kick off stereo fm broadcasts and hours and types of programs planned. We'll keep you informed of our plans as we begin with you the introduction of the greatest development in our history since the advent of tv broadcasting." The FCC's new stereo rules become effective June 1.

Technical topics...

Tape sealer ▪ Ultra Sonic Seal Inc., Div. of Kleer-Vu Industries Inc., New York, announces the development of a new industrial tool which has been successfully tested in the radio-tv areas of sealing "leaders" to coated surfaces of magnetic recording tape and as an effective sealing method when splicing video tape. Called the Ultra Sonic Sealer, and designated the Zepher "300," the tool utilizes ultrasonic energy to replace conventional adhesive, high frequency and heat sealing methods in a wide range of industries.

New fm tuner ▪ Fisher Radio Corp., Long Island City, N. Y., is introducing a new fm tuner designed specifically for professional broadcast station use as a transmission relay and monitoring unit. The Model FM-1000-R is made for direct off-the-air relay service, which is said to be more economical, more flexible and provides better fidelity than line service.

Frequency manual ▪ A comprehensive manual of frequency and time standard systems is now available from the Hewlett-Packard Co., Palo Alto, Calif. The book is divided into four main sections: the first, a discussion of frequency and time control; second, third and fourth, a consideration of system operation and frequency and time determination. The text is supplemented with 16 illustrations and six tables. Only written requests will be honored.

Catalog available ▪ A comprehensive 56 page master catalog has been published by Empire Devices Inc., Amsterdam, N. Y., providing information on the firm's complete line of broadcast equipment. Each product is illustrated and its specifications given. Designated No. 614, the catalog is available upon request from Empire Devices, Amsterdam, N. Y. Telephone: Victor 2-8400.

New power technique ▪ RCA scientists have developed a new technique of power for long range interplanetary voyages. The development uses uhf frequencies to accelerate charged particles to high velocity. The speed of ions in a laboratory test has been raised to nearly 40,000 miles per hour, RCA reported. The process is expected to generate enough thrust to propel spacecraft in the weightless environment of outer space.

New sales office ▪ Minnesota Mining & Mfg. Co., St. Paul, has announced the formation of a wholly-owned sales subsidiary in Vienna, Austria—Minnesota "3M" Technische Vertriebs. GMBH, headed by Ernst Bernhard.

Fast movie developer ▪ The Eastman Viscomat Processor, Model 10P, a new machine that can process 16mm black-and-white movie film as fast at it comes out of the camera, has been announced by Eastman Kodak Co., Rochester, N.Y. The machine uses viscous solutions applied at 125°F to process the film at the rate of 36 feet per minute. One frame is completely developed and dried in one minute. The Viscomat Processor is about the size of a four drawer cabinet, is portable (mounted casters) and operates on standard 110 ac current. It requires only two hose connections for its plumbing. Models will be available for delivery about Jan. 1, 1962. The unit is priced at $12,500.

Exclusive distributor ▪ Vega Electronics Corp. has appointed the International Div. of Collins Radio Co., Dallas, as its exclusive export distributor. The appointment results in world-wide distribution of Vega-Mike Wireless Microphone Systems.

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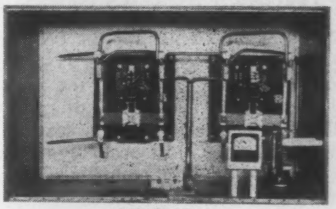

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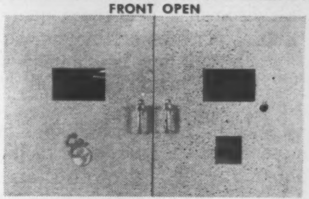

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Radio-tv facilities for Lincoln Center

NETWORKS ACT AS CONSULTANTS ON CULTURE CENTER

The Lincoln Center for the Performing Arts—New York City's $142 million, six-building project for the presentation of opera, symphony, drama and ballet—is being built with extensive radio-tv facilities. It is probably the first time such a built-in complex of locations, connections and outlets for radio and television has ever been planned for cultural and entertainment structures. Each building is planned with specific thought to its potential electronic audience.

To assure that all the buildings have the most effective broadcast facilities, Lincoln Center's board of directors appointed technical teams representing the networks to act as advisers to the various architectural firms designing the structures.

Philharmonic Hall, a 2,600-seat concert hall, costing more than $15 million, is the only building now being built. It is scheduled for completion for the 1962-63 music season. CBS was chosen as broadcast consultant for the building, because of its 32-year experience broadcasting concerts of the New York Philharmonic-Symphony Orchestra. Heading this team is Edward L. Saxe, CBS-TV operations vice president.

In the Philharmonic's new home, microphones and cameras will not interfere with the audience's vision and enjoyment. A permanent remote control camera will be in the ceiling above the stage. At least a dozen other manned camera locations will be installed around the hall to pick up audience reaction as well as stage action. Eight locations outside the concert area will allow coverage of intermission, and pre-and-after-performance activities. A closed circuit tv system will include a projection screen situated above the stage and tv monitors in the promenade and cafe lounge. Late-comers, will be able to see and hear while waiting to be seated.

Other Buildings ▪ Plans for other buildings in the center are not as completely formulated as those for Philharmonic Hall. Assisting the architects on the new $3.4 million, 3,800-seat Metropolitan Opera House is a combined technical task force from NBC and RCA, headed by William Trevarthon, NBC-TV operations and engineering vice president, and Charles Collidge, vice president and general manager of RCA's Broadcast & Tv Equipment Div. Radio-tv plans for the new opera house are still in the talking stage. Remote control tv camera installations will be built into the facade of the balcony, where they will provide most effective coverage without obstructing the audience's vision.

ABC has been assigned technical responsibility on the construction of the $17 million, 2,500 seat New York State Theatre Building. This facility, will play host to various dance and operetta companies. Frank Marx, ABC engineering vice president, says that planning for the theatre building is still "very much in the preliminary stage." Radio-tv facilities for the building will stress the "ulitmate in flexibility" according to Mr. Marx and will include the use of ultra-sensitive equipment.

Broadcast facility plans for two other Lincoln Center buildings, the Juilliard School's Chamber Music and Recital Hall, and the Repertory Drama Theatre are still not complete.

Recording funds spent $6.1 million for year

An expenditure of $6,150,000 for the fiscal year ending June 30, 1961, was allocated for services of musicians by the Recording Industries Music Per-

There's profit in patriotism, too, says 'Life Line' spokesman

"The Free World cannot be saved unless it is saved at a profit," said H. L. Hunt, Dallas oliman, one-time principal of the controversial *Facts Forum* tv program and now on the board of Life Line, an organization which sells a daily radio program of the same name to sponsors on some 170 stations.

Mr. Hunt said he "put quite a bit of money" into *Facts Forum,* which was carried on 75% of tv stations existing at the time—the early years of tv. *Life Line* is completely sponsored six days weekly on all stations using it. The organization's weekly Sunday sermon is provided free.

The 15-minute programs are conducted by the Rev. Wayne Poucher and are described as "non-denominational religious and patriotic educational commentaries . . . opposing communism and socialism." Mr. Hunt emphasized that it would be wrong to assume the program is merely "conservatives talking to themselves." *Life Line,* he said, is also popular in labor communities and those with predominantly Negro populations. "*Life Line* tries to be constructive rather than just critical" he said. "It does not do a lot of accusing."

Life Line broadcasts discussions on such subjects as these: "How Welfare Leads to the Regimentation of the Individual"; "Government Control of Private Enterprise"; "Communistic Propaganda on Radio-Tv"; "Support the House Rules Committee and the House Un-American Activities Committee"; "Red Infiltration in Labor Unions"; "Protection Against Ruinous Foreign Competition"; "Reform the United Nations"; "Personal Enterprise as an Early-Christian Precept"; "Peaceful Coexistence Is a Delusion."

Stations, Sponsors ▪ Among the stations carrying *Life Line* are WLW Cincinnati, WWVA Wheeling, WPOW New York, WINS New York, WMIE Miami, WWL New Orleans, KRLD Dallas, KXYZ Houston and KSAN San Francisco. Sponsors in various regions include Southland Insurance Co., Dallas; First National Bank, Shreveport, La.; Excelsior Mills, Union, S. C.; Lowe Brothers Paint, Crestview, Fla.; Keen Hardware Co., Belgrade, Mont.

The Life Line organization has headquarters in Washington, where its programs are produced. The radio programs offer tracts to listeners at $5 for a year's subscription of 156 issues. Time schedules for the programs in various areas are staggered on different stations so that "in some favored areas, [it] can be heard 12 or 15 times each day, and some of the stations are airing different tapes," the organization reports. Life Line is a tax-exempt, incorporated foundation.

Life Line explains its success in getting full sponsorship for its radio programs this way: "Life Line has shown businessmen that it pays to display their burning desire to be patriotic." Life Line's charge to the sponsor for each series is $1 and 20% of the radio time cost, which varies according to market and the formance Trust Funds, according to Samuel R. Rosenbaum, New York, trustee for the funds.

Allocations have increased steadily since the funds' first year ended June 30, 1950, when the total was $900,000. Payments made to $385,400 participating musicians totaled $5,334,000 in 1960, the report shows. The trust funds are based on sales of recording or films containing the product of members of American Federation of Musicians.

CBS plans program swap for owned tv stations

CBS-TV is parlaying a series by one of its owned television stations into a summer international show for all five of them.

The American Musical Theatre by WCBS-TV New York is tender for an International Program Exchange in which CBS will acquire shows for *The International Hour,* beginning on its five metropolitan stations the middle of June and running several months—dates and times to be announced. Citing advantages of the plan in promoting world understanding, Merle S. Jones, president of the CBS Television Stations Division, said it would expose *The American Musical Theatre* to tens of millions of people abroad and foreign shows to about a third of the U.S. tv audience. CBS stations are WCBS-TV, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Hal Hough, program services director for CBS owned tv stations, and Ralph M. Baruch, director of international sales, CBS Films Inc., are conducting negotiations.

station's coverage.

Equal Time ▪ Mr. Hunt said there have not been many requests for equal time to answer *Life Line* programs, but recalled that a series in favor of the Connally amendment (which authorizes the U.S. to decide which cases, if any, it will submit to the World Court) resulted in requests from opponents of the act. *Life Line* offered a full day's programming for rebuttal, he said.

The program does not encourage listeners to write their congressmen, but does urge them to write letters to newspapers and to publicize the program and the publication. "We do not lobby or try to influence legislation but we do try to influence public opinion," Mr. Hunt declared. He said 400 to 500 letters a day are received by the stations, the sponsors and the Life Line headquarters, commenting on the program. Most are favorable, he said.

Life Line plans a televised public affairs program and a radio news service. It also contemplates a Latin American broadcast in Spanish and other international foreign-language programs.

Press opinion service offered radio stations

The formation of EARS Inc. (Editorials Accelerate Radio Sales), Pittsburgh, to supply radio stations with opinion around the world, has been announced by James Moore, president.

The new service, which goes into effect June 14, offers stations in script form 30 newspaper editorials per week. Mr. Moore said that editorials are selected from different newspapers around the world, are of varying lengths, and deal with subjects that range from international to local and human-interest. The cost is $4 weekly for stations in markets of 100,000 population or less and $8 for those in markets in excess of 100,000 persons. The service may be discontinued at any time and no contracts are signed, says Mr. Moore.

According to Mr. Moore, only one station per market (a first-come, first-serve basis) will be able to subscribe. EARS Inc. has permission from more than 700 leading U.S. newspapers to use their editorials on the air, Mr. Moore reports.

The first station subscriber is KIMA Yakima, Wash. More information is available from the firm at 509 Clearview Ave., Pittsburgh 5, Pa. Telephone: Walnut 2-4204.

Defunct Jingle Mill taken over by financier

Jingle Mill, New York, a producer of radio commercials in bulk for sale to local stations, has gone out of business. Its physical assets have been taken over by Eaton Factors Co., New York, which is assigning production work on unfulfilled contracts to a new radio commercial production organization, Audio Designs, New York. An Eaton Factors official said Jingle Mill owes the financing company about $45,000, and several weeks ago, Eaton decided to foreclose on a chattel mortgage. He said Eaton is now attempting to collect money owed to Jingle Mill by radio stations throughout the country but declined to reveal the amount. (Another source said it is about $70,000.)

The spokesman for Eaton Factors reported that commercials owed to stations on partially-paid contracts will be completed at Eaton's direction. He indicated that stations which have paid Jingle Mill in full for a certain number of commercials, and haven't received all of them will have to direct their complaints to Jingle Mill. Mort Van Brink, Jingle Mill president, could not be reached at his home in Forest Hills, Queens, N. Y. The telephone number at the company's office in New York has been discontinued.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 29-31, June 1-2, 5-7 (10:30-11 a.m.) **Play Your Hunch,** part.

May 29-31, June 1-2, 5-7 (11-11:30 a.m.) **The Price Is Right,** part.

May 29-31, June 1-2, 5-7 (12:30-12:55 p.m.) **It Could Be You,** part.

May 29-31, June 1-2, 5-7 (2-2:30 p.m.) **The Jan Murray Show,** part.

May 29-31, June 1-2, 5-7 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

May 29, June 5 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 31, June 7 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

May 31, June 7 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

June 1, 8 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 2 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 3 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 3 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 3 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 4 (6-6:30 p.m.) **Meet the Press,** co-op.

June 4 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 4 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

June 6 (10-11 p.m.) **Summer on Ice—1961,** Brewers' Foundation through J. Walter Thompson.

Composers, AMPP sign pact

Covering both television and theatrical films, the Assoc. of Motion Picture Producers (major studios) and Composers and Lyricists Guild of America have signed a new collective bargaining contract which runs thru May 31, 1964. It provides minimum wage scales of $325 weekly for term contract composers and lyricists and $350 for those employed on a week to week basis. The agreement further provides for participation by composers and lyricists in the motion picture industry pension plan. Other provisions define performing and credit rights, the contract covering only composers and lyricists working in member companies of AMPP.

Dallas merger permits expansion

The absorption of Tom Merriman Productions by Commercial Recording Corp. has been announced by John J. Coyle, president of CRC. The merger of the two Dallas recording companies forms one of the nation's largest suppliers of commercial jingles.

Tom Merriman, founder of Tom Merriman Productions and a founder of CRC, becomes a vice president in the enlarged firm, and will specialize in the direction of CRC's creative division.

Mr. Coyle cited the possibility of expansion into new fields which the enlargement affords CRC, and also the increased variety of services the firm would be able to give its clients.

Desilu drops dividend to improve programs

To save money for expanded television program development of top quality, the board of directors of Desilu Productions on May 24 omitted declaration of the 15-cent cash dividend for the fourth quarter of the fiscal year ended April 29, it was announced by Desi Arnaz, president.

An annual dividend of 60 cents per share has been paid on the common stock since the company became publicly owned in December, 1958. No dividends have been paid to date on Class B common stock held by Arnaz and Lucille Ball. In his report to stockholders, Mr. Arnaz said the management is "convinced that the future prosperity of the television industry generally, and of the company in particular, depends on the development of properties and programs of the highest possible quality.

"Desilu feels that the assets of the company, including its cash, should be utilized to the greatest possible extent to create such products. To achieve this result, and consistent with its basic philosophy, your company has embarked upon a comprehensive program of specific projects, all of which are designed to result in products which, in terms of quality, will reach a standard substantially higher than that evidenced by the television industry in recent years."

Cooperation

NBC TeleSales will share in one of CBS-TV's major productions of the 1961-62 season. NBC TeleSales completed the unusual negotiations with Talent Assoc.-Paramount Ltd. to film and tape *The Power and the Glory*, a 90-minute CBS-TV special slated for fall viewing. Sir Laurence Olivier, in his second U.S. tv appearance, will star in the program, which will be recorded in two of NBC's Brooklyn studios from May 30 through June 4.

Program notes...

Stella Awards ▪ The Fourth Annual Stella Awards, presented by Northwest Schools, Portland, Ore., for outstanding television performances and programs were announced last week. They went to: Perry Como, male vocalist; Connie Stevens, female vocalist; Red Skelton, comedy; Chet Huntley and David Brinkley, educational and news; *Walt Disney Presents,* children's shows; *The Untouchables,* adventure; *Wagon Train,* westerns; *Garry Moore show,* variety and participation; *Alcoa Presents,* drama theatre.

Acquires rights ▪ Banner Films, New York, has acquired the distributor rights from Dynamic Films, that city, of 13 quarter-hour episodes of the new anthology series, *On Stage With Monty Wooley*. The series features classics from such masters as Charles Dickens, Edgar Allan Poe, William Shakespeare, Goeffrey Chaucer and others. WCBS New York is the series' first purchaser.

Tv debut ▪ Mrs. Eliot Ness, widow of the famed law enforcement officer portrayed by Robert Stack in *The Untouchables,* made her television debut in Cleveland on KWY-TV, that city, as a guest panelist on *You Are The Witness.* Mrs. Ness' only previous television appearance was on *This is Your Life,* the episode devoted to Mr. Stack's life. She is a Cleveland resident.

Polarized process ▪ Technamation Mid-America Inc., franchised by Technical Animations Inc. of Long Island, is to exploit a new process that animates still pictures by polarized light. Last week a new Chicago office was opened at 920 North Michigan Ave. Process has commercial application in tv, according to Technamation President Norman F. Kloker.

Young Abe Lincoln ▪ An original musical aimed at the younger set, which has already played the off-Broadway and Broadway circuit, will make its tv debut on Metropolitan Broadcasting's New York outlet WNEW-TV, June 7 (7:30-8 p.m.). The program will be taped, with Sonny Fox as host, and televised also on Metropolitan's WTTG (TV) Washington, D. C., and KOVR (TV) Sacramento-Stockton, Calif.

Ghost writer ▪ Bob Banner Assoc., New York, signed Joe Stefano to write the pilot script for a tv series of ghoststories and other stories of the supernatural. Paul Stanley is producer of the series, and next month Messrs. Banner, Stanley and Stefano will meet in Hollywood to finalize production details. Mr. Stefano won the 1961 Mystery Writers Award for his screen-play, *Psycho.*

Early Shirley ▪ Eight Shirley Temple movies are being released to television for the first time by National Telefilm Assocs., Beverly Hills, Calif. NTA also is re-releasing the first 10 Shirley Temple features to be made available.

Expanding in Europe ▪ Television Industries Inc., New York, plans to open the first of several new European offices in London shortly to handle the distribution of the RKO feature film library there. Norman B. Katz, vice president and director of international operations for Television Industries, left for Europe last week to supervise details for the opening of the office in London and to acquire film programs there for distribution in the U.S. and Canada.

New bureau ▪ Cinema-Vue Corp., N.Y., has opened a new office in Chicago, located at 28 E. Jackson Blvd. Telephone is Harrison 7-1877. William C. Vidas, appointed division manager, will supervise the company's activities in that area.

Music-reel ▪ The first of an NBC-TV Special Projects group of specials on American music will be "Music of the Thirties," to be scheduled next season on *duPont Show of the Week,* (Sundays, 10-11 p.m., NYT), date to be announced. Donald B. Hyatt will be executive producer of the musical documentary, using archive film, photographs and radio tapes with original scoring by Robert Russell Bennett and narration by Paul Whiteman. DuPont (through BBDO) will present a variety of entertainment specials in its Sunday hour beginning Sept. 17.

Home to 'mother'

Big names of the entertainment world who got their start in Chicago during the city's years as a major live production center for radio came "home" last week to participate in Chicago Unlimited's "silver salute" to radio banquet May 25. Les Paul and Mary Ford, Jim (Fibber McGee) Jordan, Marilyn Maxwell, Ted Weems, Cliff Arquette, Pat Buttram, Hugh Downs, Pat Flanagan, Don Herbert, Tom Moore, Cliff Norton, Willard Waterman and others joined 1,000 of the Midwest's broadcasting and advertising representatives for the event that also marked the city's progress in attempting to regain its production center status. Chicago Unlimited was the communication profession's organized effort in that direction.

FATES & FORTUNES

BROADCAST ADVERTISING

Roberta Weinberg and **Sandra Seeligsohn** appointed director of creative services and pr director, respectively, of Alan M. Shapiro advertising agency, Philadelphia. Both were formerly with radio and tv division of Triangle Publications, that city.

Earl T. Rowan, Cunningham & Walsh, N. Y., named business manager, radio-tv department.

Mr. Arnold

Mr. Bowen

Herbert A. Arnold and **John S. Bowen** elected vps of Benton & Bowles, N. Y. Mr. Arnold, account supervisor, joined agency's media department in 1955. He became account executive in 1957, account supervisor in 1960. Mr. Bowen joined B & B as account executive in 1959 and became supervisor following year. He was previously account executive with McCann-Erickson, N. Y.

Eugene C. Judd and **Louis Sage** join Ted Bates & Co., N. Y., as account executives on Colgate-Palmolive, household products division. Mr. Judd was formerly advertising director of Coty Inc. Mr. Sage served McCann-Erickson as account executive.

Harvey Rubin and **William J. Batill** join copy staff of MacFarland, Aveyard & Co., Chicago advertising agency. Mr. Rubin was copy director of Harry Schneiderman agency, that city, and Mr. Batill was copy chief of Alex T. Franz agency, also Chicago.

Gerald Hainestock and **Gene Thompson** join Johnson & Lewis, San Francisco advertising agency, as writers. Mr. Hainstock comes to agency from BBDO's office, that city, where he was member of copy group. Mr. Thompson comes to J & L from motion picture and tv writing assignments in Hollywood.

Mr. Gray

Robert M. Gray, advertising and sales promotion manager for Esso Standard Div. of Humble Oil & Refining Co., named to same post in parent company. He was manager of advertising and sales promotion division of Esso Standard Oil Co. and continued in same post with Esso Standard Div. of Humble following merger of Jersey Standard domestic operating companies.

Mr. Jenkins

Palmer L. Jenkins joins Hicks & Greist, New York as vp. He previously was national sundries manager of McKesson & Robbins, firm with which he had been associated for past 13 years. He began as assistant to firm's regional vp then was named assistant sales manager of Chicago office, merchandise manager, regional buyer supervisor and assistant sundries manager. In 1959, he was appointed national sundries manager.

Donald A. Frankman, Campbell-Ewald, Detroit, moves to agency's Hollywood office as associate tv production director.

J. R. Wickstrom resigns as western advertising manager of Miller Brewing Co., Milwaukee, to join C. A. Mathieson & Assoc., advertising and merchandising counsel for Miller. He joins group with special responsibility for Miller High Life advertising.

Ange J. Fiorini, formerly marketing-merchandising manager, *Good Housekeeping* magazine, joins Ted Bates & Co., N. Y., as account executive on Continental Baking Co.

THE MEDIA

Arthur C. Elliot, eastern sales manager of Harrington, Righter & Parsons, elected vp of rep firm. Mr. Elliot, who joined HR&P in 1960, was with CBS Spot Sales for eight years, first as midwest and then as eastern sales manager. **Alfred A. Neely,** account executive with McCann-Erickson, Los Angeles, named to HR&P's San Francisco sales staff.

Bob Leonard promoted to station manager of WKNB New Britain, Conn., succeeding **William F. Schnaudt,** who resigned to join Florida-Air Power, owner-operator of WWIL Ft. Lauderdale, Fla., as vp and commercial manager. **Tony Pansullo,** account executive, promoted to sales manager.

Johnston F. Northrop has resigned as administrative vp and treasurer of Corinthian Broadcasting Corp., effective June 1, to join Electric Bond & Share Development Corp., New York, as vp and director.

James A. Ross and **Will J. Lester** named vps of KOY Phoenix, Ariz. Mr. Ross, who had been sales manager, was named to head sales department. Mr. Lester, who was program manager, will be in charge of program operations.

Philip Sterling, CBS Radio, named assistant director, press information.

Sam L. Eadie, Julian P. Kanter and **Charles M. Lieber** appointed account executives, Storer Television Sales, Chicago. Mr. Eadie was formerly of WGN-TV, that city. Mr. Kanter has been with Peters, Griffin, Woodward, Chicago, while Mr. Lieber was with Curtis Publishing.

Mr. Brown

James F. Brown appointed vp and general manager of Fine Arts Broadcasting Co., subsidiary of Televents, division of Daniels & Assoc., Denver. Mr. Brown, national sales manager for KTLN Denver, will manage KFML-AM-FM, that city, station recently bought by Fine Arts Broadcasting. (CHANGING HANDS, May 22, 1961.)

Jerome R. Reeves, general manager of KDKA-TV, elected president of Pittsburgh Radio & Television Club. Others elected were **Tom Slater,** Fuller & Smith & Ross, vp-programs; **Jack DeHaven,** WWSW, vp-membership; **Bill Morrisey,** Smith Taylor, & Jenkins, vp-special activities; **Steve Rooney,** WJAS, vp-publicity; **L. H. Neiplin,** Grant Adv., treasurer: **Florence Herlig,** Fuller & Smith & Ross, secretary.

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Sherman Adler, formerly CBS Radio account executive, joins ABC-TV sales department as assistant daytime sales manager. He also has served as director of client relations and new business for CBS-TV Spot Sales in Chicago. Before joining CBS, Mr. Adler was account executive, NBC Film Sales.

William J. Gallagher Jr. appointed general sales manager of WACE Chicopee, Mass. He was previously associated with syndicated programs division of Ziv-TV, as account executive.

William G. Umbenhour, member of WHBC Canton, Ohio, sales staff, named sales manager. **John Chick** transferred from announcing staff to sales department and **Tom Morrisson** appointed announcer.

Pat Higgins, news director of KOGO-TV San Diego, elected chairman of California Associated Press Tv-Radio Assn., succeeding **Don Mozley,** news director of KCBS San Francisco.

Don Yaeger, WSMI Litchfield, Ill., elected president of Illinois Associated Press Broadcasters Assn., succeeding **David Loring,** WGLI Galesburg. **Russ Pigott,** WLKB DeKalb, elected vp and **Al Schmidt,** WIBV Belleville, named continuing study chairman.

Lewis P. Johnson, eastern district manager of NBC Radio Spot Sales, named sales manager for WNBC-AM-FM New York.

Dan Collins, accountant and assistant to general manager of KORL Honolulu, named director of operations.

David L. Bolton appointed program director of WANE Fort Wayne, replacing **James B. Holston Jr.,** who resigned to become public affairs director of KYW Cleveland.

Earl R. Kelly, manager of WWNY Watertown, N. Y., appointed director, local news, public affairs and promotion, WWNY-AM-TV. **Glenn H. Hall,** production manager of tv outlet, becomes director of operations for both stations.

Bruce Arnold, member of announcing staff of WCCM Lawrence, Mass., promoted to promotion manager, succeeding **Phil Christie,** who becomes personality at WCOP Boston. **Bob Dini,** from WHAV Haverhill, Mass., to WCCM announcing staff.

Hugh Allyn Hunt, pr representative for Southern Pacific Railroad, appointed publicity director and assistant to director of advertising for KFWB Los Angeles.

Claude Schwartz, formerly promotion director, Transportation Displays, N. Y., joins WINS, that city, as promotion and research director.

Arnold J. Keck resigns as chief engineer of WSAF Sarasota, Fla., to accept position with industrial electronics firm, that city. **Dick Cobb,** staff announcer, named program director, replacing **Joe Leigh** who resigned. **Jerry Pike** named continuity director and **Kenn Bartlett** and **Cliff Lancson** join as air personalities.

Erv Siemoneit, chief engineer of KHAS Hastings, to engineering staff of KOLN-TV Lincoln, both Nebraska.

Bill Quinn, formerly with WPRO Providence, R. I., to WTLB Utica, N. Y., as program director and air personality.

J. Robert Gulick, WGAL-AM-FM-TV Lancaster, Pa., elected president of Pennsylvania Assn. of Broadcasters, succeeding **Milton Bergstein** of WMAJ State College. Others elected were **Robert R. Williams,** WHLM Bloomsburg, first vp; **Samuel M. Altdoerffer,** WLAN Lancaster, second vp; **Thomas Metzger,** WMRF Lewistown, secretary; **Herbert Kendrick,** WHGB Harrisburg, treasurer.

Kay Cobelle joins KLIF Dallas as society editor.

Ray Quinn, newsman for WRC Washington, to WIBG Philadelphia news staff.

George Palmer, newscaster with WCPO-TV Cincinnati, joins WSAI, that city, in similar capacity.

Josh King, member of KCBS San Francisco announcing staff, to KABC Los Angeles in similar capacity.

Jack Guinan joins announcing staff of WWDC Washington, replacing **Jan Michael,** who resigned.

C. Joseph Gavin, formerly of NBC, joins sales staff of Blair-TV, N. Y.

Steve Kelly joins local sales department of WHLO Akron, Ohio. Mr. Kelly, formerly with WCUE, that city, will headquarter in Canton, Ohio.

Garth Jones and **William McDowell** appointed to Los Angeles sales staff of John Blair & Co. Mr. Jones was formerly account executive for Foote, Cone & Belding, while Mr. McDowell was with KHJ Los Angeles.

Bill Fagan joins sales staff of WLW Cincinnati.

Ralph James, news director for KCBQ San Diego, joins KABC Los Angeles, as air personality.

Billy Crisp joins WWIL-AM-FM Ft. Lauderdale, Fla., as air personality.

Jack Spector, air personality, WJJD

President Hoover cited by Pioneers

Former President **Herbert Hoover** received from Broadcast Pioneers officials last week "Oak Leaf Cluster" to go with special citation awarded him by Pioneers in 1955. New honor gave recognition to his statement two years ago that, despite his early opposition to advertising support of broadcasting, he had come to realize that such support had kept radio-tv "in the safer hands of private enterprise rather than in those of government." Plaque honors his service both as Commerce Secretary and as President in charting "a wise and prudent course for orderly allocation and development of radio broadcasting . . . in tradition and spirit of American free enterprise system" (BROADCASTING, May 15). Shown with 86-year-old former President at presentation in his Waldorf Towers home in New York last Wednesday (May 24) are **Sol Taishoff** (l), editor and publisher of BROADCASTING and *Television* magazines and president of Broadcast Pioneers; **Arthur Hull Hayes** (second from r), president of CBS Radio and chairman of Broadcast Pioneers awards committee, and **Carl Haverlin** (r), president of BMI and member of awards committee.

Chicago, joins WMCA New York, in same capacity.

PROGRAMMING

Red Raphael, vp in charge of client services, Filmways Inc., N. Y., appointed vp and general manager. **Joseph L. Marone,** formerly of Benton & Bowles, N. Y., joins production company as creative and production director.

Michael Kraft, formerly vp, sales and creative director of Wilbur Streech Productions, N. Y., joins Pelican Productions Inc., N. Y., live-action division of Pelican Films Inc., as sales manager. Mr. Kraft also has been president of his own advertising agency.

Charles Schnee elected president of Writers Guild of America, West. Other new officers, all for two-year terms, are: **James Webb,** president, screen writers branch and first vp; **Christopher Knopf,** secretary; **Allen Rivkin,** treasurer. **Barry Trivers** and **Nate Monaster** tied for presidency of television-radio branch and for second vp making run-off necessary. **Mr. Knopf** elected vp of branch and **Louis Pelletier,** secretary-treasurer. Mr. Rivkin is vp of screen branch and Devery Freeman secretary-treasurer.

Richard Whorf, film, stage and tv director-producer, signed by Don Fedderson Productions, Hollywood, to direct next season's programs for Fred MacMurray's tv series, *My Three Sons.*

Dave Martin joins staff of Walt Disney Productions as advertising manager.

Joseph Gantman joins staff of executive producer Stanley Rubin on *The General Electric Theatre* at Revue Studios, as associate producer.

John J. Fenton named vp in charge of production, film production division, Transfilm-Caravel, N.Y.

Arthur L. Manheimer appointed western division manager and **M. E. Ormond** named mid-west division manager, Trans-Lux Television Corp.

EQUIPMENT & ENGINEERING

K. Gordon Morrison, manager of telephone and electronic sales for Graybar Electric Co.'s San Francisco office, joins Machlett Laboratories, subsidiary of Raytheon Co., as western district manager with sales and service responsibilities for tv camera tubes and related products. He relieves **Edward H. Gilbert,** who returns to company headquarters in Springdale, Conn., to become eastern district manager. **Kenneth N. Thanstrom** named sales engineer and assigned to Raytheon regional office in Hawthorne, Calif.

A. S. Timms, formerly with RCA Broadcast Division, joins broadcast division of Industrial Transmitters & Antennas, Lansdowne, Pa., as sales engineer.

INTERNATIONAL

William Crampton, manager of Trans-Canada Telemeter, Toronto, Ont., to general manager of CFTO-TV Toronto.

Mel Cooper, national sales manager of CKNW New Westminster, B. C., to general sales manager. **Lloyd Bray,** account executive, to retail sales manager.

J. Norman Inkster, assistant manager of CKOC Hamilton, Ont., to national sales manager of CHCT-TV Calgary, Alta.

Robert Brooks, formerly art director, Benton & Bowles, N. Y., joins Benton & Bowles Ltd., London, as associate director, position comparable to vp in U. S.

Walter Machny, sales representative of CFCF-TV Montreal, Que., to vp of Advertising and Sales Assn. of Montreal. **Al Saunders,** news director of CFOX Pointe Claire, Que., named director of same association.

Julian C. Anthony, producer, commentator and correspondent, ABC, joins Foreign Research & Development Corp. board of consultants. He will guide field program of on-the-spot reporting and film documentation.

Thomas B. J. Atkins, supervisor of national selective sales with Canadian Broadcasting Corp., named sales manager of CTV Television Network Ltd., Toronto.

Kenneth J. Farthing, advertising manager of Canadian Westinghouse Co. Ltd., Hamilton, Ont., elected president of Association of Canadian Advertisers, succeeding **Allan B. Yeates,** advertising and pr manager of Prudential Insurance Co. of America, Toronto, Ont. **P. J. McGinnis,** advertising manager of Bell Telephone of Canada, Montreal, Que., elected executive vp; **R. E. Oliver,** supervisor of pr and advertising of Bank of Nova Scotia, Toronto, elected vp and treasurer; **B. Ernest Legate,** re-appointed general manager and secretary, with offices at Toronto.

Monte Hutton, formerly of CHCH-TV Hamilton, Ont., and CFCF Montreal, Que., to tv sales representative of J. A. Hardy & Co., Toronto, Ont., station representation firm.

DEATHS

Mr. Friedheim

Robert W. Friedheim, 52, administrative vp of Ziv-United Artists, New York, died May 21 of heart attack while visiting Fort Lauderdale, Fla. Mr. Friedheim joined World Broadcasting System, subsidiary of Ziv before its merger with United Artists in 1960, as vp and general manager 12 years ago and in 1956 was named vp of Ziv Television Programs. From 1937-49 he was sales manager of NBC Thesaurus, radio recording division.

Joan Davis, 48, radio and tv comedienne and one of three highest paid radio stars, died May 24 in Palm Springs, Calif., following heart attack. Miss Davis starred in syndicated tv series *I Married Joan,* prior to her retirement in 1955.

E. B. Jeffress, 75, president of Greensboro News Co., Greensboro, N. C., and owner of WFMY-TV, that city, died in Chapel Hill, N. C., May 23.

Bob Newhall, 70, pioneer radio announcer of WLW Cincinnati in 1930's and more recently with WSPB Sarasota, Fla., died of heart attack at his home in Sarasota after short illness.

Norman K. Brooks, 40, WRCV-TV Philadelphia news and sports personality, died May 20 following long illness.

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KGO-TV looks for jobs for vacationing students

Teams of KGO-TV San Francisco and California Dept. of Employment experts have begun mapping strategy for an all-out combined operation aimed at providing more summer jobs for Bay Area high school students.

According to KGO-TV, the chief barriers to increased employment of young people during the June-September school recess are "apathy and misinformation." "Many new jobs might be created if the public understood the needs of the students—and the simple procedures of employing them."

Although final details of the campaign have not been set, KGO-TV plans a heavy spot saturation schedule using high school students in addition to a film program.

WFAA contest winners

Because Walter W. Simons, space and timebuyer for Kelly-Nason Adv., New York, had more perception than other contestants in predicting the number of persons to visit the new facilities of WFAA-AM-FM-TV Dallas in the first month of its operation, he is richer by a 1961 Bonneville convertible, grand prize in the station's promotional contest. More than 3,000 agency people matched wits and guesses.

Others, too, are feeling no pain for as consolation winners they also partook in the winning of prizes. They were: Rita K. Hart, Foote, Cone & Belding, Chicago, a Packard-Bell radio-tv-stereo combination; George K. Allison, Young & Rubicam, Los Angeles, a Packard-Bell console television set; Robert E. Parker, Aubrey, Finlay, Marley & Hodgson, Chicago, a Packard-Bell teacart portable television set; Marshall Hawks, Emery Adv., Baltimore, a Packard-Bell am-fm radio; John A. Accetta, Aitkin-Kynett Co., Philadelphia, a transistor radio; MacLean Chandler, BBDO, San Francisco, a transistor radio; Robert I. Wrenn, Hege, Middleton & Neal, Greensboro, S.C., a transistor radio.

MBS teaches Espanol

Mutual is offering its listeners one-minute lessons in colloquial Spanish. Each Monday morning, 20 of the one-minute programs, produced by the Pan American Union, general secretariat of the Organization of American States, are fed via closed circuit to Mutual's affiliated stations for use when best suited to their operation. Joseph F. Keating, MBS vice president for programs, reported last week that more than 200 affiliated stations are using the lessons in their daily broadcast schedules. One MBS affiliate, WOL Washington, D.C., informed the network it has sold the Berlitz School of Languages adjacency spots following each broadcast lesson.

The power of a penny shown by KYW listeners

There's no discounting the power of a penny—especially when you happen to have 36,000 of them. Thus originates a KYW Cleveland promotion, a penny-wise venture that brought out the heart of a city.

When Ronnie Barrett, a KYW disc jockey, told his audience about a little Hong Kong child he and his wife "adopted" through the Foster Parents Plan, it stirred immediate action. Listeners responded by mail and telephone seeking more information on the FPP and how to "adopt" an orphan.

To insure widespread participation, Mr. Barrett asked for donations—but only in pennies. A total of 18,000 pennies ($180.00) is the minimum amount required to care for a child for a year. The promotion snowballed, garnering 35,879 pennies in one month. Mr. Barrett added 121 himself and KYW had two children.

An eye for speed

Mrs. Kay Ostrander, timebuyer in the Los Angeles office of Donahue & Coe, has an eye for speed, resulting in her being named winner of the Fourth Annual WFBM-TV Indianapolis' '500 Sweepstakes.'

She guessed within .034 mph the correct qualifying speed of the pole position car in the 50th anniversary of the famed Indianapolis 500-mile race to be held on Memorial Day (May 30). Eddie Sachs, the pole position winner, was clocked at 147.481 mph. Mrs. Ostrander predicted 147.515, an estimate that won for her and Mr. Ostrander a festive race weekend in Indianapolis as guests of WFBM-TV.

Benefits of advertising

A campaign to illustrate the positive benefits of advertising has been begun by KXTV (TV) Sacramento in cooperation with advertising agencies of the Sacramento-Stockton area. Operating on the theme "How Advertising Helps You—the Consumer," the campaign is scheduled to run for one year, and prime viewing time will be given participating agencies for their spot announcements.

The first announcement of the campaign was contributed by Griswold Adv., Sacramento. Written by agency principal Larry Griswold and produced by KXTV, the 60-second spot concentrates on how advertising introduces the consumer to new or improved products which contribute to a better way of life.

KXTV will schedule the Griswold contribution for two weeks and then

FORDHAM
UNIVERSITY

The weather girl raises some temperatures

Simon McQueen, hostess of the WABC-TV New York *Simon Says* weather show, raises temperatures—come rain or shine—among metropolitan area college men, a number of whom have organized fan clubs in her honor. Shown above are members of the Fordham U. group during a get-acquainted session with their favorite weather map interpreter in a WABC-TV studio. Similar "Simon" booster clubs have been formed at nearby New Jersey and Connecticut colleges.

replace it with another agency's spot continuing the campaign theme. Besides telecasting the announcements free of charge, the Corinthian station also has offered participating agencies free use of its production facilities in preparing their spots.

Studio to be converted into blood bank for day

Secretary of the Interior Stewart Udall heads a list of government officials who will make on-the-air appeals to Washington area residents to participate in WTTG (TV)'s "Blood Pledge Day."

Sec. Udall, in a series of video taped appearances, will urge all eligible donors to observe Memorial Day with a "gift to the living" by donating blood to the Red Cross Blood Bank.

A WTTG studio will be converted to a blood donor center, in which donors will be shown in various stages of giving blood, allowing the public to see the ease in which blood can be given.

Mark Evans, vice president of Metromedia Inc., owner of WTTG, will make public appearances to spark the drive.

WNEW's version of tortoise vs. hare

Taxi, Rolls Royce, horse and buggy, motor scooter, and an ex-football player were the entires in a race conducted by WNEW New York against time and Manhattan's jam-packed cross-town traffic. Object was to see how long it would take for each of them to travel across 51st Street from east to west. Winner in the weird competition was the motor scooter in 16 minutes, 30 seconds, followed closely by the taxi, limousine and horse and buggy in that order. Kyle Rote, the ex-football player and sports director of the station, trailed the field. The promotion received nationwide attention, with both AP and UPI carrying the story on their wires, a front page spread and editorial in the *New York Herald Tribune,* and lesser displays in the *Detroit Free Press, Philadelphia Bulletin* and *Chicago Sun Times,* among other leading newspapers.

Drumbeats...

Pint-size beauties ▪ Little girls between the ages of five and ten will be invited to compete for the title of "Little Miss Universe," a contest sponsored by WTVJ (TV) Miami in conjunction with the Miss Universe Pageant to be held there in July. The station also has invited contestants from Los Angeles, Honolulu, Tokyo, Hong Kong, Istanbul, Athens, Rome, Madrid and London to enter the Little Miss Universe contest.

Stay alive! ▪ Mutual has prepared a series of 10-, 20-, 30- and 60-second announcements which are being carried over the four-day Memorial Day weekend, urging listeners to "drive and play safely" because "Uncle Sam Needs You." The announcements are written tongue-in-cheek, but make the point that listeners must stay alive so that they can be part of "the citizens' army fighting in behalf of Americanism."

Loud and clear ▪ Jay Ward Productions, Hollywood, producer of *Rocky and His Friends,* currently on ABC-TV, and *The Bullwinkle Show,* starting on NBC-TV in the fall, has launched "Operation Loudmouth," a promotional campaign designed to acquaint industry people with its new productions. "Loudmouth" features include humorous semi-monthly mailers sent to trade papers, tv editors, ad agencies and network executives. Blimp advertising, sky writing, Good Humor trucks and trade ads also will be used in the promotion.

Hot dog! ▪ National Hot Dog and Sausage Council, Chicago, an activity of Tee-Pak Inc., maker of cellulose casings for the meat industry, plans an all-media promotion for July as "National Hot Dog Month" and is distributing an advertising materials packet, including tv-radio, to meat packers and food producers. The packet also is going to advertising agencies having clients that could tie-in with the theme.

Fund raiser ▪ Television's ability to come to the rescue in times of trouble and need was proved by WLWI (TV) Indianapolis which raised more than $4,500 for the pregnant wife of a state trooper who was killed in the line of duty last month. Using all available state police and local religious leaders, WLWI (TV) made a pitch to its listeners who responded generously.

New bubble ▪ WCBS New York's air-bubble studio, which made its debut last November at Grand Central Terminal, is going to the races. Station personalities will tape their shows and entertain fans at Aqueduct Race Track this week from the completely equipped 30'x20' air-pressure structure. This will be the third appearance of the bubble-studio which was seen earlier this year at

The postman worked overtime

WLEE Richmond believes it has set an all-time record for response from a local radio contest—1.7 million qualified entries—and challenges fellow broadcasters to top it.

The 17-day promotion to select the most popular school in central Virginia virtually got out of hand, forcing WLEE to cut the campaign short after only nine days. Listeners were to write to the station giving their name, address and favorite school. Only hand-written entries were accepted. Entrants were allowed as many votes as they wanted, as long as each was on a separate paper.

Brookland Jr. High School in Richmond won with a total of 217,267 votes, nearly the entire population of Richmond. A total of seven schools polled over 100,000 votes. One vote was received from as far away as Ecuador, South America.

Grand Central and Pennsylvania Station, train terminals in New York.

NAB winners ▪ The winners of NAB convention hospitality suite door prizes were announced last week by Peggy Stone, president of Radio TV Representatives, N. Y. They are Mrs. Ralph Gottlieb, WKBR Manchester, N. H., grand prize (Polaroid camera); Mrs. Robert E. Lee, wife of Commissioner Lee, and Mrs. Charles Sprague, WMAX Grand Rapids, Mich. (radios).

Weighing in ▪ WWRL New York has launched a "Guess the Weight of the Mobile Unit" contest. Listeners are asked to send postcards indicating how much they think the station's mobile unit weighs. Prizes include expense-paid vacations, furniture and tv sets.

Fight of the fit ▪ WINS New York sent ex-G.I. listeners to the attic for their old army uniforms in a contest promoting a United Artists movie, "The Last Time I Saw Archie." War Bonds in the amount of $25 were to be awarded at a theatre judging Saturday (May 27, noon-3 p.m. EDT) to the man who best fitted into his old uniform and also to the worst fit.

New study ▪ Bernard Howard, president of rep firm bearing his name, presented a new Negro market brochure at the NAB convention in Washington, D. C. The booklet contains population figures for the top 50 Negro markets, and profiles of the Negro-programmed stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 18 through May 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

***Washington D. C.—Greater Washington Educational Tv Assn. Inc.** uhf ch. 26 (542-548 mc); ERP 218.5 kw visual, 123.9 kw aural; antenna height above average terrain 587.075 ft., above ground 465 ft. Estimated construction cost $139,000, first year operating cost $150,000. Post office address 1729 H St. NW, Washington 6. Studio location Arlington, Va. Trans. location 5217 19 Rd. N., Arlington. Geographic coordinates 38° 53′ 30″ N. Lat., 77° 07′ 55″ W. Long. Trans. G.E. TF-25-A, ant. G.E. TY-25-C. Legal counsel Krieger & Jorgensen; Consulting engineer John H. Mullaney. Ann. May 8.

CALL LETTERS ASSIGNED

WBVI-TV Panama City, Fla.—Bay Video Inc.

WBJA-TV Binghamton, N. Y.—Alfred E. Anscombe.

WEPA-TV Erie, Pa.—Alfred E. Anscombe.

New am stations

ACTION BY FCC

Burnet, Tex.—Land of Lakes Radio—Granted 1340 kc. 250 w. P.O. address 402 Cactus Drive, Levelland, Tex. Estimated construction cost $13,873, first year operating cost $36,000, revenue $42,000. Applicant is **Robert D. Johnson** who is farm equipment dealer. Action May 24.

APPLICATIONS

Jacksonville, Ark.—Jacksonville Bcstg. Inc. 1500 kc; 1 kw D. P.O. address 204 North James. Estimated construction cost $12,979; first year operating cost $29,000; revenue $41,000. Principals: **Melda A. Rice** (51%), **Kenneth Pat Wilson, C. S. Dupree, B. Fred Thompson** (each 16.33%). Miss Rice is asst. vp. of bank; Mr. Thompson is postmaster of Jacksonville; Mr. Wilson is bank president; Mr. Dupree is partner in commercial and residential property rental business. Ann. May 18.

Rockdale, Tex.—Rockdale Bcstrs. 1510 kc; 1 kw D. P.O. address Box 1051, Texarkana, Tex. Estimated construction cost $15,615; first year operating cost $26,000; revenue $38,000. Principals: **Floyd Bell, J. P. Dunklin** (equal partners). Mr. Bell is practising CPA and owns cp for new am station in Texarkana, Mr. Dunklin is president and majority stockholder of investment and loan firm and owns mutual funds brokerage. Ann. May. 23.

Superior, Wis.—Twin Ports Christian Bcstg. Corp. 1270 kc; 5 kw D. P.O. address Box 426, Duluth, Minn. Estimated construction cost $30,000; first year operating cost $42,000; revenue $46,000. Principals: **Roger Elm, Gordon Roberts, Don Swanson, Margaret Swanson, Barbara Jean Roberts** (each 20%). Mr. Elm is engineer with KDAL-AM-TV Duluth and owns farm in Wisconsin; Mr. Roberts is manager and part owner of supermarket; Mrs. Roberts is housewife; Mr. Swanson owns farm in Iowa and has been manager of rehabilitation farm for alcoholics; Mrs. Swanson is housewife. Ann. May 22.

Existing am stations

ACTIONS BY FCC

WCUE Akron, Ohio—Granted change on 1150 kc from 1 kw, DA-D, to 500 w-N, 1 kw-LS, DA-2, and change station location to Cuyahoga Falls; engineering conditions and program tests not to be authorized until licensee has filed request with Commission to change call letters of either WCUE (AM) or WCUE-FM. Comrs. Craven and Ford dissented. Action May 24.

WVOW Logan, W. Va.—Granted change on 1290 kc, 1 kw-N, 5 kw-LS, from DA-2 to DA-N; remote control permitted; engineering conditions. Chmn. Minow not participating. Action May 24.

APPLICATIONS

Ward Bcstg. Co. Sonora, Tex.—Mod. of cp (which authorized new standard broadcast station) to increase daytime power from 250 w to 1 kw and change type trans. Ann. May 24.

WKVT Brattleboro, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 23.

WYAM Bessemer, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 19.

KCOK Tulare, Calif.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. May 23.

WNVY Pensacola, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 23.

WMRE Walton Bcstg. Co., Monroe, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 24.

CALL LETTERS ASSIGNED

KCIN Victorville, Calif.—Jerry Carr.

WGFA Watseka, Ill.—Iroquois County Bcstg. Co.

WEEE Rensselaer, N.Y.—Fairview Bcstrs., changed from WRNS.

WRYT Pittsburgh, Pa. — WCAE Inc., changed from WCAE.

WLRA Luray, Va.—Page County Bcstrs.

KCDI Kirkland, Wash.—Carl-Dek Inc.

WJBT Wheeling, W. Va.—Radio Wheeling Inc.

New fm stations

ACTIONS BY FCC

Carlsbad, Calif.—Lawrence W. Felt — Granted 95.3 mc, 17 kw. P.O. address 3001 Carlsbad Blvd., Carlsbad. Estimated construction cost $21,045, first year operating cost $26,000, revenue $42,000. Mr. Felt, sole owner, is motel and restaurant owner. Action May 24.

Fort Lauderdale, Fla.—WFTL Broadcasting Co.—Granted 94.7 mc. 57.96 kw. Ant. height above average terrain 215 ft. P.O. address Box 1400. Estimated construction cost $26,160, first year operating cost not more than $5,000, revenue not less than $5,000. Principals include **Joseph C. Amaturo** and **Walter B. Dunn** (25% each), **Walter Walz** (1.6%) and others. Messrs. Amaturo and Dunn are president and vice president of licensee which operates WFTL Fort Lauderdale. Mr. Walz has interest in Muzak Corp. Action May 24.

Tallahassee, Fla.—J. Kenneth Ballinger—Granted 98.9 mc, 26.46 kw. Ant. height above average terrain 394 ft. P.O. address Box 1027. Estimated construction cost $28,298, first year operation cost $25,000, revenue $30,000. Mr. Ballinger is attorney. Action May 24.

Kankakee, Ill.—Baker-Maltby-Baker Enterprise—Granted 99.9 mc; 6.6 kw. Ant. height above average terrain 210 ft. P.O. address 251 East Oak St. Estimated construction cost $29,905, first year operating cost $36,000, revenue $40,000. Principals are **Kenneth C. Baker** (⅓), **Willis G. Maltby** (⅓), **Claude P. Baker** (⅓). K. C. Baker is half owner of telephone answering service. Messrs. Maltby and C. P. Baker are in real estate, construction and insurance together. Action May 24.

APPLICATIONS

Lafayette, La.—Lafayete Bcstg. Inc. 99.9 mc; kc; 4.95 kw U. Ant. height above average terrain 297.7 ft. P.O. address Box 2519. Estimated construction cost $14,500; first year operating cost $15,000; revenue $18,000. **Welton Paul Mouton**, sole owner, is attor-

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ney. Ann. May 16.

Greenville, Ohio—Kennedy Bcstg. Corp. 100.7 mc; 6.3 kw U. Ant. height above average terrain 170 ft. P.O. address 210 Chippewa Drive. Estimated construction cost $17,926; first year operating cost $15,000; revenue $24,000. Principals: **John D. Kennedy, Lewis Froikin** (each 50%). Mr. Kennedy is insurance agent; Mr. Froikin is attorney. Ann. May 17.

Eugene, Ore.—Milan Corp. 94.5 mc; 3.6 kw U. Ant. height above average terrain 767 ft. P.O. address Box 5305. Estimated construction cost $11,611; first year operating cost $8,390; revenue $10,000. Principals: **John R. Riedinger (55%), Sidney G. Smith** (44%). Mr. Riedinger is employe of engineering & surveying firm; Mr. Smith is vp of applicant corp. and has been announcer for KFMY Eugene. Ann. May 17.

Houston, Tex.—John R. Powley 107.6 mc; 3.69 kw U. Ant. height above average terrain 250 ft. P.O. address 3825 Ruth, #4, Houston 4, Tex. Estimated construction cost $2,100; first year operating cost $1,300; revenue $6,000. Mr. Powley, sole owner, is president and 50% owner of Texas-Longhorn Bcstg. Corp., Houston and projectionist for KTRK-TV Houston. Ann. May 18.

Existing fm stations

ACTIONS BY FCC

***KNPF (FM) Arlington, Calif.**—Granted mod. of license to change station location to La Sierra; remote control permitted. Action May 24.

WGNB (FM) Gulfport, Fla.—Granted mod. of cp to change designation of station location to St. Petersburg. Action May 24.

CALL LETTERS ASSIGNED

KRCS (FM) San Bernardino, Calif.—Telemusic Co.

WAEZ (FM) Miami Beach, Fla.—Arthur E. Zucker.

WIFN (FM) Franklin, Ind.—Howell B. Philips.

KMAH (FM) Hutchison, Kan.—Norman Kightlinger.

WKNT-FM Kent, Ohio — Kent-Ravenna Bcstg. Co.

WRYT-FM Pittsburgh, Pa.—WCAE Inc., changed from WCAE-FM.

KMOD-FM Midland, Tex.—Moran Bcstg. Co.

Ownership changes

ACTIONS BY FCC

KIEV Glendale, Calif.—Granted assignment of license to Southern California Bcstg. Co. (Wm. J. Beaton, pres.); consideration $400,000, plus payment to David H. Cannon and Reed C. Collister, stockholders of assignor, $500 each per month for 50 months beginning three months after closing for consultant services. Action May 24.

WOTT Watertown, N. Y.—Granted transfer of control from Frances Mulane Johnston to James M. Johnston—gift to son of 58.33% or positive control. Action May 24.

KALV Alva, Okla.—Granted assignment of license to Alva Communications Inc. (individual to corp. composed of Aubrey D. Conrow, Homer K. LaForge and John H. Goss); stock transaction. Action May 24.

WMKE (FM) Milwaukee, Wis.—Granted assignment of license to Music-Time Inc. (Richard V. and Lois J. Steffen); consideration $25,000. Action May 24.

APPLICATIONS

WSOK Savannah, Ga.—Seeks transfer of all outstanding shares of stock in Fisher Bcstg. Inc. from Albert T. Fisher to Joe Speidel III, for $100,000. Mr. Speidel owns WOIC Columbia, WPAL Charleston, WYNN Florence and WWBD Bamberg, all South Carolina. Ann May 18.

WXVW Jeffersonville, Ind.—Seeks assignment of cp from Thomas E. Jones and Keith L. Reising (equal partners) to **Electronic Laboratories Inc.** (55.55%) and Mr. Reising (45%), d/b as Electrocast Inc., for $6,000. Electronic Laboratories Inc. is licensee of WORX-AM-FM Madison, Ind. Ann. May 18.

KLEM LeMars, Iowa—Seeks assignment of license from Martin T. Moeller and George De Ruyter to Paul W. Olson (91.5%) and Patricia Ann Olson (8.5%), for $75,000. Mr. Olson has been announcer for WONE Dayton, Ohio; Mrs. Olson is housewife and has been employe of TWA. Ann. May 17.

WAMM Flint, Mich.—Seeks transfer of 50% of stock in Binder-Carter-Durham Inc. from Albert Binder and Harry Binder to Philip Munson, for $56,000. Mr. Munson is 33% owner of record shop. Ann. May 19.

WOGA Chattanooga, Tenn.—Seeks assignment of license from Middle South Bcstg. Co. to **James A. Dick, Marilyn M. Dick** (each 37.5%), **Charles Alfred Dick** (10%) and **Milton L. Jones** (5%), d/b as Dick Bcstg. Inc., for $90,000. Mr. & Mrs. James Dick own 50% each of WIVK Knoxville, Tenn.; and 25% each of WQOK Greenville, S. C. Mr. Charles Dick is commercial manager of assignee corp.; Mr. Jones is chief engineer of WIVK. Ann. May 18.

KHUL (FM) Houston, Tex.—Seeks transfer of all outstanding shares in BMR Bcstg. Corp. from T. A. Robinson Jr. (500 shares), Bill S. Bruce and Betty Jane Mitchell (each 250 shares) to Edgar B. Younger Jr. for $1,000. Mr. Younger is vp of petroleum transportation co. and director of bank. Ann. May 18.

KZZN Littlefield, Tex.—Seeks assignment of license from R. B. McAlister, sole owner, to **Gerald H. Sanders**, for $125,000. Mr. Sanders is 14% owner of KSEL Lubbock, and has been 50% owner of KBUY Amarillo, both Texas. Ann. May 17.

Hearing cases

FINAL DECISION

■ Commission gives notice that March 29 initial decision which looked toward granting application of Radio Medford Inc., for new tv station to operate on ch. 10 in Medford, Ore. became effective May 18 pursuant to Sec. 1.153 of rules. Action May 24.

STAFF INSTRUCTIONS

■ Commission on May 18 directed preparation of document looking toward reversing Dec. 8, 1960 supplemental initial decision which would have granted application of Radio Associates Inc., for new tv station (WVMI-TV) to operate on ch. 13 in Biloxi, Miss., and would have denied competing application of WLOX Bcstg. Co. This is remand case.

■ Commission on May 18 directed preparation of document looking toward granting applications of Finley Bcstg. Co. to increase power of station KSRO Santa Rosa, Calif., on 1350 kc from 1 kw, DA-1, U, to 5 kw, DA-N, U; Western States Radio (KIST) Santa Barbara, KATY Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo, KOMY Inc. (KOMY) Watsonville, and McMahon Bcstg. Co. (KMAK) Fresno, to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; with KIST, KATY, KOMY and KMAK conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Feb. 7 initial decision looked toward this action.

■ Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued supplemental initial decision looking toward granting application of James J. Williams for new am station to operate on 1450 kc, 250 w, U, in Williamsburg, Va. Action May 23.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward granting application of Hopkinsville Bcstg. Inc., to increase daytime power of station WHOP Hopkinsville, Ky., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Action May 23.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Robert R. Moore and Kenneth Williams Jr., d/b as M & W Co. for new am station to operate on 940 kc, 250 w, D, in Yakima, Wash., and denying application of Rev. L. R. White, tr/as Bethany Bcstg. Co. for new am station to operate on 930 kc, 1 kw, D, in Yakima. Action May 22.

OTHER ACTIONS

■ By order in proceeding involving applications for new tv station to operate on ch. 5 at Boston, Mass. commission (1) dismissed application of Allen B. DuMont Laboratories Inc.; (2) ordered filing of briefs pursuant to commission's decision of July 14, 1960 within 60 days of release of this order, with reply briefs provided for within 10 days thereafter, and (3) provided for oral argument before commission en banc on further order of commission. Commissioner Craven not participating.

DuMont has merged with Fairchild Camera and Instrument Corp. and latter does not desire to pursue DuMont application. Remaining applicants are WHDH Inc.; Greater Boston Tv Corp., and Massachusetts Bay Telecasters Inc.

On April 25, 1957, commission favored a grant to WHDH. On July 31, 1958 Court of Appeals affirmed commission's decision

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on basis of record but remanded it for inquiry into factors not contained in original record. After further hearings, Commission on July 14, 1960 held that WHDH and Massachusetts Bay had attempted to influence decision of individual Commissioners prior to 1957 decision and, while it did not find these activities warranted disqualification of applicants concerned, it set aside its grant to WHDH and directed comparative reevaluation.

On appeal of WHDH, Court of Appeals on Oct. 7, 1960 ordered commission to submit findings and recommendations to court based on remand hearings. On Nov. 4, 1960 Commission adopted findings and conclusions of its 1960 Decision and requested that court remand matter to commission in order that latter might set aside the WHDH grant and reevaluate comparative positions of applicants on basis of supplemented record. This was done by court on Jan. 19, 1961, at which time court vacated 1957 grant to WHDH. On May 8 thereafter Supreme Court denied WHDH petition for writ of certiorari for review of Appeals Court order. Action May 24.

■ By memorandum opinion and order, Commission denied March 23 petition by Suburban Bcstg. Inc., to enlarge issues in proceeding involving its application for new am daytime station to operate on 540 kc with 250 w, DA, at Jackson, Wis., and application by Beacon Bcstg. System Inc., for like facilities at Grafton-Cedarburg, Wis. Action May 24.

■ By memorandum opinion and order, Commission denied March 2 petition by Outlet Co. (WJAR-TV ch. 10, Providence, R. I.) to enlarge issues involving application by United Tv Co. of New Hampshire to change ant. location of WMUR-TV ch. 9, Manchester, N. H., but, on its own motion, added issue to determine whether proposed ant. location would be consistent with Sect. 3.685(b) of rules. Action May 24.

■ By order, Commission cancelled oral argument scheduled for June 1 involving application by Radio Millington Inc., for new am station in Millington, Tenn., grant of which was proposed in initial decision of Feb. 24. This action was requested by applicant and respondent Sun Publishing Co. (WTJS) Jackson, Tenn. Action May 24.

■ By memorandum opinion and order, Commission denied April 12 joint petition by Fort Hamilton Bcstg. Co. (WMOH) Hamilton, Ohio, Lafayette Bcstg. Inc. (WASK) Lafayette, Ind., and Indiana Bcstg. Corp. (WANE) Fort Wayne, Ind., for reconsideration and grant without hearing their applications to increase daytime power of their am stations (1450 kc) to 1 kw and 500 w, respectively. Action May 24.

■ By memorandum opinion and order, Commission denied May 8 petition by Green Bay Bcstg. Co. (WDUZ) Green Bay, Wis., for reconsideration and grant, or to sever, its application to increase daytime power on 1400 kc from 250 w to 1 kw (no change in 250 w night), which is in consolidated hearing with conflicting applications. Action May 24.

■ By order, Commission denied petition by Independent Indianapolis Bcstg. Corp. for extension of time to file to enlarge issues and to strike oppositions to same involving its application and those of Sands Bcstg. Corp., WIFE Corp., and Hoosier Bcstg. Corp. for new 1 kw daytime, DA, stations to operate on 1150 kc in Indianapolis, Ind. Action May 24.

■ By memorandum opinion and order, Commission denied an April 12 petition by Radio Co. of Texas County to dismiss with prejudice competing application by Robert F. Neathery for new daytime am station at Houston, Mo., to operate on 1250 kc with 500 w. Action May 24.

WTOR Torrington, Conn.—Designated for hearing application to change facilities from 1490 kc, 250 w, U, to 610 kc, 500 w-N, 1 kw-LS, DA-2; made WICC Bridgeport, Conn., party to proceeding. Action May 24.

Marshall C. and Sarah C. Parker WTWV Radio Tupelo, Miss.; Pontotoc Bcstg. Co. Pontotoc, Miss.—Designated for consolidated hearing applications for new daytime am stations to operate on 1440 kc, 1 kw; made WSUH Oxford, Miss., party to proceeding. Action May 24.

■ By memorandum opinion and order, Commission denied April 15 petition by Nicholasville Bcstg. Inc., to dismiss with prejudice competing application by Jessamine Bcstg. Co. for new daytime am station to operate on 1250 kc with 500 w in Nicholasville, Ky. Action May 24.

■ By order, Commission on its own motion stayed effectiveness of March 31 initial decision which looked toward granting application of Skyline Bcstrs. Inc., for new am station to operate on 1010 kc, 1 kw D, DA, in Klamath Falls, Ore., pending consideration of May 22 request for stay by Broadcast Bureau and responses thereto. Action May 22.

Routine roundup

TV NETWORK INQUIRY

■ By order, chief hearing examiner James D. Cunningham scheduled public sessions in study of radio and tv network bcstg. to resume in New York City on June 20, for purpose of receiving further testimony and documentary evidence regarding the production, distribution, sale and exhibition of tv programs. A subsequent order will list persons to be called as witnesses. Sessions will be held in U. S. District Courthouse, Foley Square. Ann. May 18.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 25 time to respond to petitions by Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp., to enlarge issues in proceeding on their applications for am facilities in Indianapolis, Ind. Action May 19.

■ Granted petition by Tinker Area Bcstg. Co. and extended to May 25 time to file reply briefs to exceptions in proceeding on its application for am facilities in Midwest City, Okla. Action May 19.

■ Granted petition by Broadcast Bureau and extended to May 26 time to file reply to opposition to petition by South Florida Amusement Inc., to defer final decision and reopen record in Perrine-South Miami, tv ch. 6 proceeding. Action May 19.

■ Granted petition by Pier San Inc., and extended to May 26 time to file replies to exceptions in proceeding on its application for new am station in Larned, Kan. Action May 19.

■ Granted petition by Eleven Ten Bcstg. Corp. and extended to June 21 time to file exceptions to initial decision in proceeding on its application for renewal of license of am station KRLA & aux. Pasadena, Calif., and for license to cover cp. Action May 18.

■ Granted petition by Broadcast Bureau and extended to May 29 time to file reply to petition by Melody Music Inc., for reconsideration in proceeding on its application for renewal of license of station WGMA, Hollywood, Fla. Action May 18.

■ Granted petition by Broadcast Bureau and extended to May 26 time to file exceptions to initial decision in proceeding on applications of Washington State University for renewal of license of station KWSC (& aux.), and for mod. of license of KWSC Pullman, and First Presbyterian Church of Seattle, Wash. for renewal of license of station KTW Seattle. Action May 17.

■ Granted petition by Concert Network Inc., and extended to May 25 time to reply to exceptions in proceeding on its application and that of WBUD Inc., for new fm stations in Trenton, N. J. Action May 16.

■ Granted petition by Wayne M. Nelson and extended to May 19 time to file exceptions to supplemental initial decision in proceeding on his application and that of Fred H. Whitley for new am stations in Concord and Dallas, N. C. Action May 16.

■ Granted petition by Radio Crawfordsville Inc., Crawfordsville, Ind. and Grundy Bcstg Co., Morris, Ill., and extended to May 22 time to file replies to exceptions, brief in support of exceptions, and petition by Des Plaines-Arlington Bcstg. Co. Des Plaines, Ill., to reopen record in proceeding on their am applications. Action May 16.

By Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended from May 22 to June 2 time for all parties to file response pleadings to pending request by Jacksonville Bcstg. Corp. to amend its application in Jacksonville, Fla., tv ch. 12 proceeding. Action May 22.

■ Amended chief hearing examiner's order released May 17 to provide that prehearing conference in proceeding on application of Holly Springs Bcstg. Co., for am facilities in Holly Springs, Miss., will be held May 31, in lieu of June 8, and shall commence at 9 a.m. on that date. Action May 19.

■ Granted petition by Ralph J. Silkwood to extent that it involves dismissal of his application for am facilities in Klamath Falls, Ore., but dismissed application with prejudice and terminated proceeding. Action May 18.

■ Granted petition by Echols Bcstg. Co. to extent that it involves dismissal of its application for am facilities in Hobbs, N.M. but dismissed application with prejudice, and retained in hearing status application of Yoakum County Bcstg. Co. for new am station in Denver City, Tex. Action May 16.

■ Scheduled hearings and prehearing conferences in following proceedings on dates shown: June 8 and July 18 on application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., to Capitol Bcstg. Co.; June 9 and July 18 on am applications of Radio Quests, Inc., Willoughby, and WHOT Inc. (WHOT) Campbell, Ohio; June 8 and July 19 on application of Holly Springs Bcstg. Co., for new am station in Holly Springs, Miss.; June 9 and July 24 on application of Linton D. Hargreaves for new am station in Duluth, Minn.; June 16 and July 26 on applications of Ebony Enterprises Inc., and William Norman Peal for am stations in Chadbourn, N. C. Action May 16.

■ Continued May 17 hearing to date to be specified by presiding hearing examiner in proceeding on application of Ypsilanti-Ann Arbor Bcstg. Co., for new am station in Ypsilanti, Mich. Action May 16.

By Hearing Examiner Thomas H. Donahue

■ Granted joint motion by Inter-Cities Bcstg. Co. and Peoples Bcstg. Corp. for continuance of hearing in proceeding on application of Inter-Cities for am facilities in Livonia, Mich., and continued May 19 hearing to June 26. Action May 18.

By Hearing Examiner Asher H. Ende

■ Scheduled oral argument for 9:30 a.m., May 25 on joint petition by both assignor and assignee for leave to amend application by reducing consideration from sum originally specified to sum which is equal to expenses which assignor has listed as being incurred in acquisition of permit for station WERL Eagle River, Wis., in matter of assignment of cp for that station; scheduled June 5 for parties to submit briefs,

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and continued June 14 hearing without date pending ruling on joint petition for leave to amend. Action May 17.

- Continued May 22 hearing without date pending appropriate action by chief hearing examiner pursuant to Sec. 1.78(c) of rules concerning waiver of hearing in matter of revocation of license of Roger S. Underhill for am station WIOS Tawas City-East Tawas, Mich. Action May 17.
- Granted petition by WIRY Inc., for leave to amend its application for am facilities in Lake Placid, N. Y., to supply supplemental and revised financial information; application is consolidated for hearing with application of Olean Bcstg. Corp. for am facilities in Plattsburg, N. Y. Action May 17.
- Denied petition by Eastside Bcstg. Co. to add "funds" issue with respect to application of Lorenzo W. Milam in proceeding on their applications for fm facilities in Seattle, Wash. Action May 12.

By Hearing Examiner Charles J. Frederick

- Granted petition by Willamette-Land Tv Inc., for leave to amend its application for new tv station to operate on ch. 3 in Salem, Ore., to reflect withdrawal of certain stock subscriptions and by making substitution therefor. Action May 19.
- Upon request by Broadcast Bureau and with consent of applicants, continued May 18 hearing to May 25 in New Orleans, La., tv ch. 12 proceeding. Action May 17.
- Granted petition by Seaway Bcstg. Inc., and continued from May 17 to May 24 prehearing conference in matter of revocation of cp for station WMPP Chicago Heights, Ill. Action May 16.
- On own motion, rescheduled July 24 hearing from 10 a.m., to 2 p.m., that date, in proceeding on applications of Wagner Bcstg. Co., for new am station in Woodland, Calif. Action May 16.
- Granted motion by Sayger Bcstg. Co. and extended to May 22 and June 2 time to file findings and conclusions and replies in proceeding on its application and that of Malrite Bcstg. Co. for new am stations in Tiffin and Norwalk, Ohio. Action May 15.
- Granted petition by Stuart W. Epperson and continued dates for exchange of lay exhibits from May 12 to May 19 and for notification of witnesses from May 17 to May 24 in proceeding on his application for new am station in North Wilkesboro, N. C. Action May 15.

By Hearing Examiner Isadore A. Honig

- Granted motion by Yoakum Bcstg. Co. and advanced June 1 hearing to May 31 in proceeding on its application for am facilities in Denver City, Tex. Action May 19.
- Granted petition by Broadcast Bureau and extended from May 15 to May 29 time to file proposed findings and on own motion extended from May 25 to June 9 time to file reply pleadings in proceeding on application of Dixie Radio Inc., for new am station in Brunswick, Ga. Action May 15.

By Hearing Examiner Annie Neal Huntting

- Denied petition by Lake Zurich Bcstg. Co. for leave to amend its application for am facilities in Lake Zurich, Ill., to show reduction in power from 1 kw to 500 w during critical hours. Application is consolidated for hearing in am proceeding. Action May 19.

By Hearing Examiner H. Gifford Irion

- Granted petition by Walter L. Follmer and ordered that May 22 hearing will instead be further prehearing conference to begin at 2 p.m., in proceeding on his application for am facilities in Hamilton, Ohio. Action May 17.

By Hearing Examiner Jay A. Kyle

- Scheduled hearing for June 6 in proceeding on application of Ypsilanti-Ann Arbor Bcstg. Co. for am facilities in Ypsilanti, Mich.; granted petition by applicant for leave to amend to supply information called for by Sec. III, paragraph 1(a) of application form, etc. Action May 22.
- Denied petition by Mt. Holly-Burlington Bcstg. Co. to make engineering changes in its application for am facilities in Mt. Holly, N. J., which is in consolidated am proceeding. Action May 22.
- On own motion, continued June 1 prehearing conference to June 5 at 2 p.m., in proceeding on applications of James V. Perry and Quests Inc., for am facilities in Grove City, Pa., and Ashtabula, Ohio. Action May 22.
- Ordered that hearing in matter of revocation of license of Leo Joseph Theriot for am station KLFT Golden Meadow, La., scheduled for May 24 at 10 a.m., in Court Room No. 208, Main Post Office Bldg., 600 Camp St., New Orleans, La., be rescheduled for 2 p.m., at same place and same date. Action May 18.

By Hearing Examiner Herbert Sharfman

- Scheduled prehearing conference for June 20 for group VII of consolidated am proceeding (Ivy Bcstg. Inc. [WOLF] Syracuse, N. Y.). Action May 17.
- Upon request by applicants, continued certain procedural dates, and hearing from June 7 to July 31 in proceeding on am applications of Rockford Bcstrs. Inc., (WROK) Rockford, Ill., Quincy Bcstg. Co. (WGEM) Quincy, Ill., and McLean County Bcstg. Co., Normal, Ill. Action May 16.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 25

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,532	54	122	817
FM	802	68	202	125
TV	486[1]	56	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 25

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

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[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

■ Scheduled prehearing conference for May 24 to discuss, among other things, matters raised by commission's memorandum opinion and order on group II-A, released May 15, in consolidated am proceeding (Mid-America Bcstg. System Inc. Highland Park, Ill.). Action May 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., Mt. Vernon Radio and Tv Co. (WMIX) Mt. Vernon, Ill., and Radio 940, South Haven, Mich., to sever their applications from consolidated am proceeding; closed record with respect to their applications and ordered that proposed findings may be filed within time specified by rules, and replies to such findings may be filed ten days thereafter. Action May 17.

BROADCAST ACTIONS

By Broadcast Bureau

WAIM-TV Anderson, S. C.—Granted extension of completion date to Nov. 1. Action May 22.

Actions of May 19

■ Granted cps for following new vhf tv translator stations: Moorcroft Community Tv Inc., Moorcroft, Wyo., on ch. 6 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., via Wyodak, Wyo., ch. 8 translator station; Roy McLeod, Philipsburg, Mont., on ch. 7 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; Cliff-Gila Tv Club, Cliff and Gila, N. M., on ch. 7 to translate programs of KROD-TV (ch. 4) El Paso, Tex.; Bowdle Tv Assn., Bowdle, S. D., on ch. 7 to translate programs of KDLO-TV (ch. 3) Florence, S. D.; Tru-Vue Tv Assn., White Sulphur Springs, Mont., on ch. 11 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.; City of Atkinson, Atkinson, Neb., on ch. 13 to translate programs of KPLO-TV (ch. 6) Reliance, S. D.; Dodson Tv Assn., Dodson, Mont., on ch. 11 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Zortmand, Mont., ch. 4 translator station; Kamiah Valley Tv Inc., Kamiah, Idaho, on chs. 7 and 13 to translate programs of KXLY-TV (ch. 4) and KHQ-TV (ch. 6) both Spokane, Wash.; Carbondale Tv Booster, Carbondale, Col., on ch. 2 to translate programs of KREX-TV (ch. 5) Grand Junction, Col. (condition); Aspen Tv Committee, Aspen, Col., on ch. 6 to translate programs of KREX-TV (ch. 5) Grand Junction, Col., via Roaring Fork River Valley, Col., ch. 13 translator station; condition; Aspen Tv Committee, Roaring Fork River Valley, Col., on ch. 13 to translate programs of KREX-TV (ch. 5) Grand Junction, Col.; condition; Kamiah Valley Tv Inc., Kamiah, Idaho, on ch. 9 to translate programs of KREM-TV (ch. 2) Spokane, Wash., via uhf translator station K72AL, Grangeville, Idaho; condition; Prescott Tv Booster Club, Prescott, Ariz., on chs. 6 and 4 to translate programs of KTAR-TV (ch. 12) Mesa, and KOOL-TV (ch. 10) Phoenix, both Ariz.; conditions; Prescott Tv Booster Club, Prescott, Ariz., on ch. 7 to translate programs of KTVK(TV) (ch. 3) Phoenix, Ariz.; condition; Hanna Elmo Tv Assn., Hanna, Wyo., on ch. 7 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition; Chico Tv Booster Club, Paradise Valley, Miner Basin, Emigrant, Mont., on ch. 10 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; condition; Orchard Ranch Ltd., Orchard Ranch, Wyo., on ch. 4 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition; Four Corners Tv Club, Dove Creek, Col., on ch. 3 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M., via Madden Peak, Colo., ch. 9 translator station; Roan Creek Recreation Assn., Roan Creek, Col., on ch. 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Col.; condition; Mammoth Community Tv, Mammoth, Yellowstone Park, Wyo., on ch. 6 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; condition.

KFAB-FM Omaha, Neb.—Granted license for fm station; remote control permitted.

KRKO Everett, Wash.—Granted license covering increase in power, change ant.-trans. and studio locations, make changes in DA and ground systems and installation of new trans.

WDXL Lexington, Tenn.—Granted license covering increase in daytime power and installation of new trans. for daytime use.

KFAB Omaha, Neb.—Granted license covering changes in nighttime pattern.

KRKO Everett, Wash.—Granted license covering installation of old main trans. as auxiliary trans.

WSM Nashville, Tenn.—Granted license covering installation of new trans.

WOR New York, N. Y.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; conditions and without prejudice to such further action as Commission may deem appropriate with respect to matters being considered in connection with WOR renewal application.

WBYG Savannah, Ga.—Granted mod. of license to change studio location and remote control point.

■ Waived Sec. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater station: Armstead, Dell, Horse Prarie Booster, ch. 9 Armstead, Dell, Horse Prarie, Mont. (KXLF ch. 4, Butte, Mont.

KXTV (TV) Sacramento, Calif.—Granted cp to install auxiliary trans. at main trans. site.

KWKW Pasadena, Calif.—Granted cp to make changes in nighttime DA system (1 additional tower) and make changes in ground system.

KOY Phoenix, Ariz.—Granted cp to install new trans.

WEOK Poughkeepsie, N. Y.—Granted cp to install old main trans. as auxiliary trans. (present main trans. location).

KRKD Los Angeles, Calif.—Granted cp to install old KFSG trans. as alternate main trans. (present main trans. location).

WEMP-FM Milwaukee, Wis.—Granted cp to replace expired permit for fm station.

WSOY-FM Decatur, Ill.—Granted cp to install new ant.; increase ERP to 54 kw; and decrease ant. height to 450 ft.

WUSC-FM Columbia, S. C.—Granted cp to replace tower and install new transmission line.

WFBE (FM) Flint, Mich.—Granted cp to move ant.-trans. and studio location 100 yards to south of present location (same site), ERP 1.1 kw.

KTAL (TV) Texarkana, Tex.—Granted mod. of cp to change type ant., make changes in equipment and ant. height; ant. 1,580 ft.

WFAB Miami-South Miami, Fla.—Granted mod. of cp to make changes in ant. system and change studio location (trans. location).

WSRW-FM Hillsboro, Ohio—Granted mod. of cp to change frequency to 106.7 mc, decrease ERP to 32 kw, and change type ant.

WTRN Tyrone, Pa.—Granted request for cancellation of license for auxiliary trans.

WKNB New Britain, Conn.—Granted request for cancellation of license for auxiliary trans.

WKAR, WKAR-FM East Lansing, Mich.—Granted authority to remain silent May 30 and July 4.

WLVL (FM) Louisville, Ky.—Granted authority to remain silent for period through May 30.

■ Following stations were granted extensions of completion dates as shown: WTVY (TV) Dothan, Ala., to August 1; WFAB Miami-South Miami, Fla., to September 30; KCSM (ED) San Mateo, Calif. to November 7; WHEW Riviera Beach, Fla., to July 1; WOWY Clewiston, Fla., to July 1; WCIN Cincinnati, Ohio, to September 14; WGSB, Geneva, Ill., to October 1; KOTO (FM) Seattle, Wash., to June 30; WYCR (FM) York-Hanover, Pa., to September 15; KBBW (FM) San Diego, Calif., to September 15; KGGK (FM) Garden Grove, Calif., to July 1; WBCB-FM Levittown, Pa., to October 1.

Actions of May 18

■ Granted cps for the following new vhf tv translator stations: Roundup Tv Assn. Inc., Roundup, Mont., on chs. 13 and 10 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8), both Billings, Mont.; conditions; Gateway Tv Assn., Gateway, Colo., on ch. 13 to translate programs of KREY-TV (ch. 10) Montrose, Colo.; Las Vegas Tv Translator Assn., Las Vegas, N. M., on chs. 9 and 11 to translate programs of KOAT-TV (ch. 7) and KGGM-TV (ch. 13) both Albuquerque, N. M.; Walsh Community Tv, Walsh, Col., on ch. 8 to translate programs of KTVC (ch. 6) Ensign, Kan.; Grand Valley Tv Assn., Grand Valley, Col., on Ch. 2 to translate programs of KREX-TV (ch. 5) Grand Junction, Col.; Better Tv Assn. Inc., Sisseton, S. D., on ch. 12 to translate programs of WDAY-TV (ch. 6) Fargo, N. D.; Fort Benton Tv Club, Fort Benton. Mont., on ch. 7 to translate programs of KRTV (ch. 3) Great Falls, Mont.; Loma Tv Club, Loma, Mont., on ch. 7 to translate programs of KRTV (ch. 3) Great Falls, Mont.; Pondosa Tv Club., Medical Springs, Ore., on ch. 9 to translate programs of KBOI-TV (ch. 2) Boise, Idaho; Malta Tv Club, Zortman, Mont., on ch. 4 to translate programs of KOOK-TV (ch. 2) billings, Mont.; St. Regis Tv Booster Club, St. Regis, Mont., on ch. 8 to translate programs of KXLY-TV (ch. 4) Spokane, Wash.; Wolf Point Tv Club, Wolf Point, Mont., on ch. 6 to translate programs of KUMV-TV (ch. 8) Williston, N. D.; Ant. Booster Assn., Story, Wyo., on ch. 4 to

Continued on page 101

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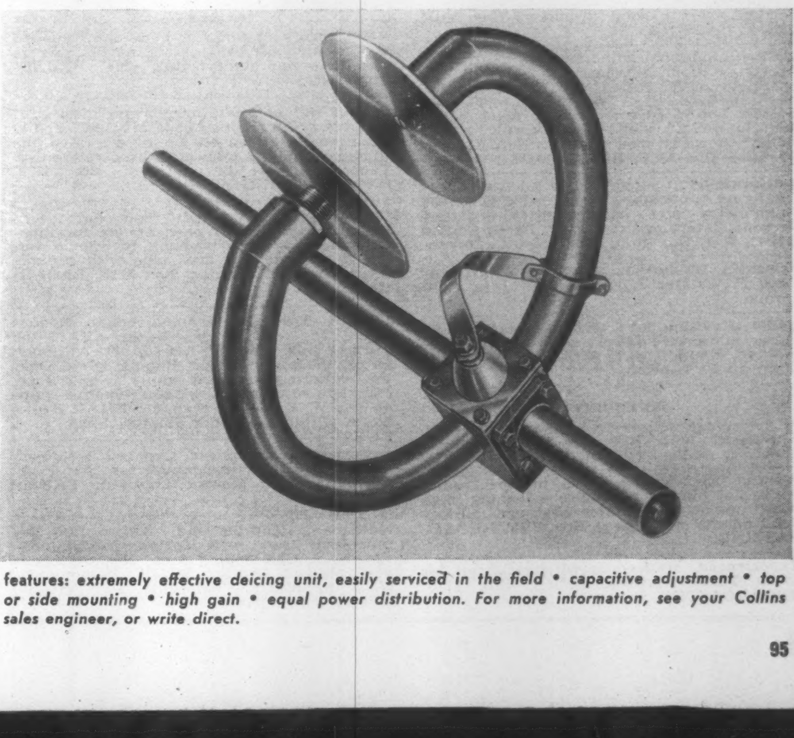

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Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

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New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 274F, BROADCASTING.

Wanted salesman for regional and agency sales. Midwest group of network affiliated radio and television stations. You must be capable, energetic and of the highest integrity. Box 350F, BROADCASTING.

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Air salesman with at least a year's experience needed for a highly rated 250 Pennsylvania station. Send tape, background and salary expected in first correspondence. Box 398F, BROADCASTING.

Wanted—Experienced salesman Florida east coast 1st in market. Write Box 429F, BROADCASTING.

Sales manager wanted, for metropolitan Texas market. Must know how to sell. If you want to make money, here is your opportunity. Send resume and your sales record 1st letter. Box 471F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

Wanted. Salesman-announcer for southern Oregon station. Emphasis on sales. Salary open. Box 507F, BROADCASTING.

Boston. Top rated radio station needs salesman to fill out staff of 2. Terrific opportunity to make real money. Replies confidential. Box 512F, BROADCASTING.

California adult pops fulltime kilowatt offers five figure opportunity for livewire salesman. Announcing-copy background important. Personal interview necessary. Radio Station KIDD, P.O. Box 1070, Monterey, California.

Salesman, fm station, ground floor, growing area, E. W. Meece, KRPM, San Jose, California.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROAD-

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 277F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Northeast 50 kw clear channel needs staff announcer. Quality programming, large staff, modern facilities and prestige position. This large market makes this an outstanding opportunity for the right man. No shouters please. Good pay and company benefits. Send complete resume, tape and recent photo to Box 405E, BROADCASTING.

Announcer with flair for production and well-rounded experience. First ticket would help. Interview Chicago area required. Box 408F, BROADCASTING.

Live top 40 dj with personality for eastern major market station. Replies confidential. Rush tape, resume. Box 422F, BROADCASTING.

Announcer-1st class operator needed in medium market. Programming is adult service and information type. This is a top flight operation and we want a top flight announcer with at least 5 years experience. No maintenance required. Salary open, but minimum $475 per month to start. This is a permanent job in a station you can be proud to be associated with. We are choosey and careful in our selection. As we are located in the midwest, we will hire from the midwest only so that we may audition and interview you and your family on the spot. Reply in detail. Box 463F, BROADCASTING.

New Jersey announcer-newsman, experienced, for soft sell adult music station. Excellent community. Box 486F, BROADCASTING.

One of the nation's largest and most progressive radio chains needs a bright, highly experienced afternoon dj for #1 rated top 40 show. Include tape and three references. Tapes will not be returned. Box 487F, BROADCASTING.

Check display ad titled: "Top chain seeking." We are also in need of one top-flight announcer with first phone in one of our major markets. Air mail tape with resume, references and pictures. Box 511F, BROADCASTING.

Wanted—Three best announcers in modern radio! One with 1st class ticket. KHAK, the "Bright New Sound"—not top 40—will soon go on the air in Cedar Rapids, Iowa. Only the experienced need apply. Send tape, complete resume, salary requirements, snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Experienced announcer. Can also sell. Permanent position to right person. Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana, FAirfax 3-4617.

Newsman. Reporter and airman. Run department. Brand new daytimer in Hammonton, N. J. Challenging area. News-minded-management. Contact WNJH, Hammonton, N. J. or WCOJ, Coatesville, Pa. Personal interview preferred.

Help Wanted—(Cont'd)

Announcers

Announcer with first phone, no maintenance. Night shift must have car. State salary, send tape to Fred Epstein, KSTT, Davenport, Iowa.

Announcer. Immediate opening for smooth, good music 1 kw daytimer. No rock and roll. First class ticket holder preferred but not necessary. Send details and salary requirements to WEAD, The Hilton Inn, Atlanta 20, Georgia.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Morning man, experienced bright rating conscious. Top 40. Tape, resume, salary desired immediately to WMEX, 70 Brookline Avenue, Boston 15. Mass.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Chief engineer for established am directional east central. Excellent opportunity with multiple ownership. Box 410F, BROADCASTING.

Chief engineer for North Carolina full time station. Must be thoroughly experienced in all phases of maintenance. No announcing. Preference will be given to active amateur radio operator. Box 424F, BROADCASTING.

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Immediate opening for experienced engineer-announcer at 1 kw in mid-west. Plenty of work for engineer. At least $100 to start. Send tape and resume first letter. Box 460F, BROADCASTING.

First phone announcer for new station going on air in June. WCCF, Punta Gorda, Fla. NEptune 9-1580 or NEptune 2-1101.

Maintenance technician WFAR 1 kw AM WXTV 1 kw uhf $100 weekly—803 E. Indianola Ave., Youngstown 2, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Texas station needs experienced dependable traffic manager. Box 275F, BROADCASTING.

Experienced, persuasive copywriter for network station Texas resort city. Box 276F, BROADCASTING.

Continuity-writer with 1st class ticket, for remote control operation. This is a top job for the right person. Must be good on continuity and production, good air voice. All benefits and $100.00 weekly in medium mid-west market. Send full details. Box 464F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Radio program director for major Ohio market station. Must have at least 5 years experience. No rock and rollers. Send all information with recent snapshot. Box 353F, BROADCASTING.

News editor—with 1st class ticket. Must be fully qualified to handle large scale local operation in central Illinois market. Only top man wanted. Salary is open. Box 465F, BROADCASTING.

Hard-driving morning newsman with authoritative voice and news knowhow. A real challenge for the right man. Opportunity for tv. Send full resume, tape, picture, salary Box 483F, BROADCASTING.

Small market station located within 100 miles of New York City in need of local news man. Will consider recent college grad. Box 508F, BROADCASTING.

Wanted: Program director for KHAK, the "Bright New Sound"—not top 40—soon to go on the air in Cedar Rapids, Iowa. Must have a mature concept of modern radio and be experienced in all phases, including production. Send tape consisting of news, commercials, etc., along with complete resume, salary requirements and snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Copy-writer—Experienced, production minded, with ability to write hard sell. Good salary. Send samples, resume and photo to WFDF, Flint, Michigan.

Dynamic modern newsman. Can you deliver and write a fast paced newscast with authority? We're building a top rated news organization. Tape and resume to Bill Towre, WMEX, Boston 15.

Program director for middle of the road music and news station, heavy emphasis on local news and community service. Must be idea man of proven ability and authority. Florida east coast station. No phone calls. Rush tape and complete resume, Dick Clark, WMFJ, Daytona Beach, Florida.

Copywriter. Must have experience. Group station with company benefits. Send continuity and background to Bill Eure, WRAP, P.O. Box 598, Norfolk, Virginia.

RADIO

Situations Wanted—Management

Million-market $15,000 talent looking up. Prepared for programming position. Box 443F, BROADCASTING.

Efficiency consultant . . . expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available in 3 weeks. Write Box 446F, BROADCASTING.

Wanted: General manager position. Have been employed as general manager for past 4 years, 1000 watt day station. Station billed approximately $38,000 year before me. My first year increased to $60,000—leveled off, due to size market (town population five thousand) last three years, between $70 and $75 thousand. Net 12 to 16 thousand yearly. Small and medium markets my speciality . . . will consider all offers. Excellent salesman, all types market. Considering change, what do you have to offer? No play boy, non drinker, experienced in all phases of radio . . . happily married . . . age 50. Money isn't everything, but must live. Love a challenge. Box 455F, BROADCASTING.

Fourteen years negro radio—manager/sales manager. All phases, sales, programming—creative, energetic, loyal. Family man. Box 462F, BROADCASTING.

Situations Wanted (Cont'd)

Management

20 years with one of country's outstanding radio and tv stations. Broad experience in management, administration, operations and engineering. 48, family, active in community. Looking for radio management where living conditions, future plans or investment possibilities would be an added attraction. Box 469F, BROADCASTING.

Station manager available July 15. 11 years experience in small, medium, metro markets in sales, sales management and station management. Southwest preferred. Box 477F, BROADCASTING.

Executive assistant with 20 years tv-radio network and local performing, production, labor relations, etc., in eastern metropolitan market. $12,000. Available June 15. Box 488F, BROADCASTING.

Manager: Strong on sales, programming, announcing, have own first phone man. Desires change. Prefer south, but will consider any locale. Box 500F, BROADCASTING.

PD four station California network, terminating 8 year association. Experienced manager, production, news. Solid references. Age 31. Family. Bill Gebeau, 3266 Vance, Riverside, California.

Sales

Salesman with proven ability in competitive major market desires established account list and $600 monthly guarantee. Box 447F, BROADCASTING.

I can sell creatively, sincerely, honestly. Sales manager would like medium market with management potential. Family, 10 years experience. Box 504F, BROADCASTING.

Announcers

A-OK all the way . . . 5 years experience, swingin' personality. Definite asset to any organization. Box 351F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, perfect late or all nite. Medium market. Box 415F, BROADCASTING.

Announcer seeking security of growing operation. Family, dependable, experienced. $100.00. Box 437F, BROADCASTING.

Combo man—Interested in Hoosier market—announcing—engineering—D. T. I. Grad—Light sales—1 year experience. Salary open—married—G.I.—Can deliver goods. Box 439F, BROADCASTING.

Young aggressive Negro dj, 1 year experience, tight programming. Will travel. Box 440F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

13 years experience including major markets. Program director, mature announcer, newsman, radio-TV. Superior references. Desire position with certain advancement opportunity. Box 444F, BROADCASTING.

Broadcast major league baseball, college basketball. Looking for top sports station to settle with. If you have sports department that offers year around sportscasting, contact immediately. Box 445F, BROADCASTING.

Soft-sell personality with thorough musical knowledge, including classical desires afternoon or all-night spot. B.S. degree, excellent references. Experience as pd. Box 451F, BROADCASTING.

Announcer—4 years experience, good voice. Seeking evening shift, (or all night show) with am-or-fm, good music. Prefer Michigan, Illinois, Ohio, Indiana or Wisconsin, but will consider all offers. Presently empolyed. Have given notice, can relocate June 12th. Married, family, tape. Box 453F, BROADCASTING.

Air personality. 24 radio years. Age 43. Quick wit. Family, man. Box 458F, BROADCASTING.

Fit your format fine, announcer, first phone. Good, reliable. Like air shift, production. Utilize license. Box 459F, BROADCASTING.

Top quality announcer-news reporter 50 kw indie and network background. Excellent delivery, fine appearance. All around experience in every phase including record shows and mc work. Married. Will consider U.S.A. or overseas offer. Box 461F, BROADCASTING.

Experienced tv-radio newscaster-commentator, formerly news director top northwest ABC-TV affiliate, currently ad agency PR director, desires return to broadcasting. Will consider west coast only. Background, pix available on request. Excellent references. Available for personal interviews during June vacation. Box 468F, BROADCASTING.

Looking for experience and dependability? Family man with eight year radio background. Now employed, but would like to move up. If you're looking for a solid staff or sports man, write Box 473F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 476F, BROADCASTING.

Hello S.W.—Experienced dj wishes to relocate. Capable, willing, inexpensive, not after money, just work and warm weather. Box 479F, BROADCASTING.

Personality announcer-salesman. 15 years experience. Prefer south but will consider all offers. Usual notice. Box 498F, BROADCASTING.

TOP CHAIN

seeking

TOP DJ'S FOR TOP TEN MARKET

TOP PRICES. Air mail tape with resume, references and picture. We need more than one man because of expansion. MAKE SURE YOU ARE HEARD.

Box 510F, BROADCASTING

Situations Wanted (Cont'd)

Announcers

Disc-jockey, announcer—Experienced; tight, bright production technique; personality plus; not a floater. Box 492F, BROADCASTING.

Experienced dj, newsman, bright, creative. Now vacationing California. Want to stay permanently. Box 493F, BROADCASTING.

Announcer, personality jock, experienced major market, will consider anything with a bright future. Box 495F, BROADCASTING.

Mr. station manager: Experienced, announcer, d.j., available for good music operation. Box 497F, BROADCASTING.

First phone announcer: desires position in Florida radio or tv. Box 499F, BROADCASTING.

Announcer wants to settle down—Not a floater or prima donna. Tight production. Married and bright sound. Box 505F, BROADCASTING.

Good music and newsman. 5 years experience. Desires affiliation with progressive outlet. Box 509F, BROADCASTING.

Dependable veteran 27, married with first phone and little experience desires opportunity to prove himself. Prefer chance to do sports and play-by-play, but this can come later. California or Nebraska areas preferred, but not essential. Mel Armijo, 329 E. 81 St., Los Angeles 3, California.

Experienced 1st phone morning announcer. Also as farm director and copywriter. 35, family. Prefer to relocate in Minnesota. Resume, references on request. Dwaine Brewington, Box 224, Burt, Iowa, phone 93.

Negro first phone announcer. Announcing school graduate. Will locate anywhere. John Burton, 3501-5th Avenue, Los Angeles, California.

Nitehawk? Need one that play pop and standards, no "top 40?" Deejay, 3-years, 25, draft exempt, built night shows in Green Bay area; suburban Chicago. Desire middle market, 15-50,000—anywhere. Warren Freiberg, 5369 West 89th, Oaklawn, Illinois.

Experienced first phone announcer, family, prefer daytime adult station. John Hess, 108 Lillis Lane, Denison, Texas, HOmestead 5-7912.

Announcing—desires immediate work 24, married—Strong on news and good tight board. Know and like c&w music also r&r. Prefer Kentucky or Tennessee but will travel anywhere. Experience needed-money secondary. For tape and complete resume contact Clarence Hobbs, 1348 Paulina St., Chicago, Ill. Call collect DI 2-8923.

Announcer-copywriter-third phone, 11 years experience. Top personality. Snappy copy. Married. Minimum $100.00. Write or call—Charlie Lord, Route 3, Box 645, Deland, Florida, REdwood 4-7416.

Situations Wanted (Cont'd)

Announcers

Indiana University grad as of June 6th, seeks good music, news, sports outlet. Can write, gather, air news, strong on personality, play-by-play. Excellent references. Previous commercial experience. Will go anywhere if right station. Want a dependable man? I'm waiting. Charlie Jenkins, 260 S. Jefferson, Sellersburg, Indiana. CH 6-2402.

Mature top 40 and moderate d.j. looking for up-coming progressive and promotion minded station. I have mobile sound unit. Will relocate. Sober. Call or write Frank Sacks, 20557 Stout, Detroit 19, Michigan. KEnwood 5-6680.

Attention Texas, New Mexico, Arizona: Announcer first ticket, 8 years experience all phases and maintenance. Interested in PD. Married. Dependable. Call or write: Announcer, c/o Howard Smith, 502-53rd St., Lubbock, Texas.

2nd class license, can type, speech school, can ad lib, write copy, cooperative attitude. Tom Stanton, Pa. 5-8660, 5951 Washington, St. Louis 12, Mo.

Announcer-salesman, 1st phone, best references, married, 36, no maintenance. Dean Tunnell, 1510 Sutter St., Dallas, Texas, phone FR 4-4936.

Top announcer looking for late night or all night show in metropolitan market. Five years experience, 3 years in Nashville radio. Good music only. Franklin McCormick style. Deep, nice voice. Contact Bartt Whitson, CY 8-1459, 4202 Elkins Avenue, Nashville 9, Tenn.

Technical

Combo man—First phone eighteen months experience, am, fm station. Vet. Married. Interested in engineering future. Midwest market. Box 442F, BROADCASTING.

Experienced chief engineer, remote control directional systems and some tv, desires permanent position in radio or tv, Box 454F, BROADCASTING.

First phone combo, employed at $100 week, available. Box 490F, BROADCASTING.

First phone, two years broadcast, four industrial, seeks chief's position, also sales, will consider limited announcing, production, outside news, ham, versatile, immediate reply all inquiries. Box 506F, BROADCASTING.

Chief 24 years experience, construction, maintenance, operation, directional antennas, excellent references, executive ability. Frederick Brill, 35 Howard St., West Haven, Connecticut.

First phone, Grantham graduate, year of control board experience. Can also announce. Washington area only. Barton Bruins, 730 19th St., N.W., Washington 6, D. C. DI 7-6882.

CREATIVE TV DIRECTOR

For

MAJOR ADVERTISING AGENCY IN GERMANY

Position offered in Dusseldorf. Attractive opportunity. Applicant should be thoroughly experienced in agency production of ID's, breaks, and minute announcements.

●

Write in detail, stating experience, salary requirements and other pertinent information, enclosing samples of work, etc.

Address replies Box 489F, BROADCASTING

444 Madison Avenue, New York 22

Situations Wanted (Cont'd)

Technical

First phone. DeVry Technical graduate. Limited experience. Eager to learn. Willing to relocate anywhere. Married. Bill Matchak, 358 Quimby Street, Sharon, Pennsylvania. DI 7-2618.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Newsman-announcer, 25, college graduate, married, medium station experience of 5 years, currently newswriter with major network in New York. Desires California position as announcer and/or news reporter. Box 367F, BROADCASTING.

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Gal. Production assistant experience. Announcer, pleasant, intelligent delivery. Some writing, strong on features. Will also consider educational station. Tape and scripts. Box 438F, BROADCASTING.

Available August 1, experienced adult radio program director. Limited management experience. Nine years radio and television. Proven leader. Box 449F, BROADCASTING.

Now working rock radio and tv. Help return me to a good music station only. Can double as news director or pd. Five years experience. Box 474F, BROADCASTING.

Newsman—10 years experience, covers writing, editing, producing, air work. Good references. Tape, resume, Box 481F, BROADCASTING.

Program director's program director! Good . . . can prove it! Box 484F, BROADCASTING.

Program director—I offer you ideas, imagination, intestinal fortitude, and twelve years experience. I believe formats, sound, modern programming must be adapted to each market. There are no magic formulas or numbers for success. The only sure key is a program director capable of experience-sound professional judgement. I'm searching for an employer with a challenging, competitive market for whom radio is a profession and program director is not just a title. I charge for my services. Box 485F, BROADCASTING.

Newsman—Fourteen years all facets, currently director of top-rated medium market operation. Modest salary requirement if you offer permanent position with opportunity for professionally productive hard work. Family man, veteran. Box 501F, BROADCASTING.

Imaginative young family man with programming, production, promotion, and news experience desiring position in television. Five years in commercial radio. Would consider combination radio and tv. Box 503F, BROADCASTING.

Boss likes my copywriting, but replaced me with announcer-writer. Available now. Single, car, anywhere, any wage. Call the boss or me collect. Leonard Greene, Midford 2-5415, Little Falls, Minn.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 272F, BROADCASTING.

Technical

Assistant chief for Midwest ETV. Need experienced engineer with administrative ability. Salary $7,000-$8,000. Send resume, references. Box 441F, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Immediate opening for remote supervisor in south Florida. Must be completely familiar with microwave and Ampex vtr maintenance. No others need apply. 40 hour week—salary open to right man. Box 478F, BROADCASTING.

1st phone engineer-switcher for western Kansas tv station. Experience not necessary. Contact K. H. Karr, Chief Engineer, KTVC-TV, Ensign, Kansas.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Transmitter supervisor. Have immediate opening for man who has complete knowledge of RCA TT 10 AL transmitter. 40 hour week—salary open. Write, call, or wire Lew Evenden. Chief Engineer, WPTV, Palm Beach, Fla.

Production—Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 271F, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 273F, BROADCASTING.

Experienced tv program director needed in progressive two station midwest uhf tv market. Want a stable "idea man" who can produce results. Send resume, photo and salary requirements to Box 290F, BROADCASTING. Replies confidential.

Experienced tv director wanted by station in Florida's second largest market. Must have three years board experience; ability to work well with staff. Send complete resume, recent photo, salary expected to Box 352F. BROADCASTING.

News man with extensive production experience to take over daily half hour news program in major market. Good advancement possibilities. Please send material to Box 456F, BROADCASTING.

Tv newsman strong on appearance and delivery. Outstanding opportunity in medium size midwest market. Immediate opening. Send full resume. tape, picture, salary. Box 482F. BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales/promotion manager major and medium market sales and promotion management. Now selling successfully top ten mid-east major advertising medium, not radio or tv. Twelve years experience all phases broadcasting. Finest references, will relocate. Box 377F, BROADCASTING.

Merchandising and promotion manager. Also national tv sales and radio management experience. 8 years sales manager. Box 421F, BROADCASTING.

General manager or national sales manager —Presently employed this position. Wants larger market. Experienced in all phases of station management. 7 years experience. Proven success. Family man. Write Box 502F, BROADCASTING.

Station dark. Managers contract concluded by mutual agreement. 8 years broadcast experience with excellent references. Interested in challenging position in programming, production, operations or management. Contact Herb Buck, 1008 Chipola Road, Ft. Pierce, Florida.

Sales

For hire: One salesman (traveling or otherwise). This is an experienced (13 years) broadcaster, up thru the ranks as announcer, program-sports director, salesman. Limited experience station management, small market radio. Currently employed tv sales. Desire radio management, tv sales. Available for fulltime traveling position. Capable executive sales presentations to top radio/tv management. Family man, 39, stable, dependable. References. Your inquiry receives immediate attention. Box 475F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available immediately announcer, director, two years radio, over five tv. 29, married, tape, resume, references upon request. Box 496F, BROADCASTING.

Technical

12 years am-tv experience including administration, maintenance, construction. Five years chief engineer, but will consider other technical supervisory position in permanent location. Proven ability, references. Box 450F, BROADCASTING.

Ist phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Program director — news director — announcer. Also, capable salesman. Thoroughly experienced: 7 years—television: 11 years radio. AB degree. Teetotaler, 36. Interested in better opportunity for advancement. Telephone 872-1316, Atlanta, Georgia, or write Box 300F, BROADCASTING.

June graduate with B. S. degree seeking production position in northeastern U. S. Will consider ETV. Married. Experienced in production, direction, announcing, and some programming. Top references. Box 301F, BROADCASTING.

News photographer, movies, 5 years still experience. Now University of Kansas r & tv production major. Summer. Box 390F, BROADCASTING.

TV producer/director desires midwest. Operated own board. Handled all shows. Experienced tv-radio announcer-copywriter. Possess motion picture equipment for news work. 33. References. 15 years experience. Box 417F, BROADCASTING.

News director. Top-rated on-camera delivery with proven administrative ability in major markets. Experienced in shooting newsfilm domestically and abroad. Box 435F, BROADCASTING.

Newsman—newsfilm photographer. Experienced on-camera reporter shooting award-winning newsfilm. Accredited to White House. Pentagon. Capitol Hill. Free to travel. Box 436F, BROADCASTING.

Alert, capable young man, experienced in all phases of radio, television and motion picture production. Competent studio technician. Draft deferred, single. Box 466F, BROADCASTING.

Experienced in all phases of tv production including production manager. Would like position in medium market. Box 467F, BROADCASTING.

FOR SALE

Equipment

For sale as a complete package the following pieces of equipment: 250 watt, G.E. transmitter, G.E. two-studio console, two Presto turn-tables, G.E. limiter amplifier, and a PT-6 Magnecorder. All in good condition. Taken out of use because of power increase. Price $3,000.00. Box 295F, BROADCASTING.

Magnecord—728 tape recorder rack mounted on adapter panel with 2-600 ohm output transformers like new. Box 361F, BROADCASTING.

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

One dollar a watt . . . $1000 FOB Odessa, Texas buys Western Electric 443A transmitter including modulator tubes, numerous spare parts and other tubes, instructural manual and wall size schematic. Out of service approximately six months, Has been operating at 1410 kc but will serve all am frequencies. Contact Rick Richardson, Manager KRIG.

FOR SALE

Equipment—(Cont'd)

Gates MO-2639 modulation monitor $225, M-5144 R.F. Amplifier for remote control $200; B&W #404 linear detector $55. All in excellent condition. F.O.B. WCOJ, Coatesville, Pa.

For sale complete operating 1000-watt fm station as package or separate, including GE transmitter type 4BT-1A, GE modulation monitor type BM 1-A, 340 feet 7/8" coax, and Collins 3-bay fm antenna. See it until June 20 in operation. WFAH, Alliance, Ohio. $2800 FOB Alliance.

REL model 694 STL, tuned to 944.5 mc. Includes two 6' dishes. WIBA, Madison, Wisconsin.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Console. Western Electric 23C. Modified very little. Not banged about. Forster, 2101 65th Ave., Philadelphia 38. WAverley 4-7369.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Ampex SA3761 mixer. Sigma manufactured. Four balanced mic inputs, balanced output. Discontinued model, brand new full warranty. Was $315.00, now $165.00. Stereo version also available. Sigma Electric Co., Inc., 11 E. 16th St., New York 3, N. Y.

Power supplies. RCA WP-33B's and 580-D's, excellent condition. Write for prices Jerry E. Smith, Box 840, Corpus Christi, Texas.

BY6A GE fm antenna. All hardware. 10 years old but still in original boxes, except 2 bays. $1,000 FOB. Williams, 100 Classen, CE 5-4567, Oklahoma City, Oklahoma.

WANTED TO BUY

Stations

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

Qualified group seeking daytime single. Prefer west-southwest. No brokers. Replies confidential. Box 372F, BROADCASTING.

Radio station in community with good living and recreational facilities. Florida, seashore, lake region, what have you. Will consider management, lease, or purchase. 19 years broad experience radio, tv ownership. Box 470F, BROADCASTING.

WANTED TO BUY

Stations (Cont'd)

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

Equipment

1 kw used am transmitter preferably tuned to 1230. Contact Manager, WJBW, New Orleans, La.

Used tv mike boom; RP; studio lighting; what have you? New vhf etv. Send prices and condition to Radio-TV Dept., University of Colorado, Boulder, Colorado.

Immediately—good used disc recorder. Liegh Freed, North Manchester, Indiana.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

Deejay comedy. Top writer's new stories, gags, routines. Free descriptive material. Vince Healy, 825J West End, New York City 25.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Situations Wanted—Management

G.M. Available For Eastern Metro Market

I have turned this distressed station in a distressed medium market into top money maker. Now desire to move to Eastern Metro market. With complete operational freedom I can produce for you. A. A. references.

Box 452F, BROADCASTING

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

RADIO

Help Wanted—Announcers

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

Help Wanted—(Cont'd)

Sales

BROADCAST EQUIPMENT MARKETING

Career opportunities are available with leadinging manufacturer in the following positions:

SALES ENGINEERS

The main requirement is sales ability, combined with a technical background. If you can sell broadcast equipment, there are many territories open to provide a high earning potential which includes a sales incentive program.

SERVICE MANAGER

An important position, but the candidate must have previous experience in establishing or heading up a service department in the electronics field. He must be a good administrator, and customer orientated.

MARKETING ADMINISTRATOR

High level salaried position requiring marketing and sales experience. Involves preparation of technical proposals, product planning, and coordination with field personnel.

GENERAL REQUIREMENTS

Prefer college-trained sales-minded individuals experienced in the above fields, as these positions will provide stepping stones for further advancement in growing Midwest company. Send full details first letter, to be held completely confidential, to

Box 448F, BROADCASTING

WANTED TO BUY

Stations

$100,000

CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

WANTED

in First 75 Markets

Successful operator seeking to expand is looking for new property. Need not be profitable but must be priced realistically. Brokers protected.

Box 428F, BROADCASTING

Equipment

MOTION PICTURE PRINTER

Used 16mm. B&W, with fade-in, fade-out, device, timing device. Want Bell & Howell Model #3—or better. Send information to George Geiger, WFLA-TV, Tampa, Florida.

FOR SALE

Stations

TV STATION FOR SALE

Western Kansas location, maximum power, CBS affiliate.

Box 480F, BROADCASTING

FOR SALE

Stations—(Cont'd)

MID-WESTERN RADIO STATION

Daytimer located in 12,000 population market. Only station in town. Approximately two years old with all new equipment and building. Ideal opportunity for owner-operator. Priced less than $100,000. Sorry no terms. Send all replies and financial information to Box 291F, BROADCASTING. Please, no brokers.

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 491F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Tenn.	single	daytimer	87M	cash
N.Y.	single	fulltime	48M	cash
Calif.	single	1 kw-D.	100M	29%
Ore.	single	daytimer	75M	terms
La.	small	daytimer	27M	6dn
Ida.	medium	low freq	75M	29%
Fla.	regional	power	90M	30dn
South	major	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Fla. major $240,000—Fla. 5 kw $225,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. regional $125,000—Fla. 5 kw $135,000—Fla. major $120,000—Fla. single $50,000—Fla. single $42,000—Tex. major $485-000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,-000—Tex. single $55,000—La. major $97,500—La single $85,000—Ark. single 80% for $65,000—Miss. single $50,000—Miss. single $45,000—Va. major $215,000—Ga. regional $225,000—Ala. major 5 kw $275,000—Southern major Radio-TV $4,000,000. Others! PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

EAST. Top 200 markets. Daytime. $112,000. Terms.

CALIFORNIA. Daytimer. Large and growing market. $100,000. Terms.

FLORIDA. Fine daytimer. $125,000. 29% down.

JACK L. STOLL
& ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 95

translate programs of KTWO-TV (ch. 2) Casper, Wyo.

WITH, WITH-FM Baltimore, Md. —Granted involuntary transfer of control from Louise McClure Tinsley to First National Bank of Baltimore, Md., and S. Ralph Warnken, executors of estate of Mrs. Louise McClure Tinsley, deceased, Thomas G. Tinsley, Jr., Louis Tinsley Steinman and B. Warren Corckran.

KFIV Modesto, Calif.—Granted assignment of license to K-Fiv Inc.

WITI-TV Milwaukee, Wis.—Granted mod. of cp to change trans. location from 3907 N. Sherburn place, Shorewood, Wis. to NE Corner Capitol Drive and Estabrook Parkway, Shorewood, Wis., make changes in ant. system and other equipment (main trans. & ant.).

KMHT Marshall, Tex.—Granted mod. of cp to change type trans.

WKIG Glennville, Ga.—Granted mod. of cp to change ant.-trans. and studio location.

WGBG Greensboro, N. C.—Granted mod-of cp to change type trans.

KALN Iola, Kans.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KGMO Cape Girardeau, Mo., to August 1; WMTR Morristown, N. J., to August 15; KVFC Cortez, Colo. to August 14; WCCF Punta Gorda, Fla., to July 1; KPGE Page, Ariz., to June 30; WJCM Sebring, Fla., to July 22; WSJS Winston-Salem, N. C., to September 1; WXGI Richmond, Va., to July 15.

KO2XFN Spokane, Wash.—Granted cp to change station location to 2444 Market St., Seattle, Wash.; include operation of vhf channels 3, 6, 9, 10 and 11, as well as presently authorized uhf channels; expand area of operation to include states of Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada and northern California; make changes in trans. equipment and ant. system and change name to Video Utility Corp.; conditions.

Actions of May 17

KCUL Fort Worth, Tex.—Granted mod. of cp to change type nighttime trans.

WRNW (FM) Mt. Kisco, N. Y.—Waived sec. 3.205 of rules and granted mod. of license to extent of permitting establishment of main studio approximately 0.4 miles beyond corporate limits of Mt. Kisco, N. Y., on Bedford Rd.

WQXR-FM New York, N. Y.—Granted cps to install new main trans., and old main trans. as alternate main trans.

WMMT McMinnville, Tenn.—Granted mod. of cp to change type trans.

WRAL-FM Raleigh, N. C.—Granted mod. of SCA to change trans. equipment.

Actions of May 16

■ Granted cps for following new vhf tv translator stations: Valier Community Club, Valier, Mont., on ch. 7 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.; Rex M. Shirts, Hailey, Idaho, on chs. 13 and 7 to translate programs of KLIX-TV (ch. 11) Twin Falls, and KID-TV (ch. 3) Idaho Falls, both Idaho; Buffalo Tv Assn., Buffalo, Wyo., on ch. 8 to translate programs of KTWO-TV (ch. 2). Casper, Wyo.; Crow Peak Community late programs of KOTA-TV (ch. 3) Rapid Tv Club, Crow Peak, S. D., on ch. 8 to trans-Kans., on chs. 11 and 8 to translate programs City, S. D.; City of Clay Center, Clay Center, of KARD-TV (ch. 3), Wichita, and KIBW-TV (ch. 13) Topeka, both Kans.; Dubois Community Tv Club, Dubois, Wyo., on ch. 4 to translate programs of KWRB-TV (ch. 10) Riverton, Wyo.; Broadus Tv Club, Broadus, Mont., on ch. 7 to translate programs of KDSJ-TV (ch. 5) Lead, S. D., via Boyes, Mont. ch. 13 translator station; condition; Spotted Horse Tv Booster Club, Spotted Horse, Wyo., on ch. 10 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; McIntosh Commercial Club, McIntosh, S. D., on ch. 3 to translate programs of KXMB-TV (ch. 12) Bismarck, N. D.; M.G.W. Tv Assn. Inc., Midland, Md., on ch. 8 to translate programs of WMAL-TV (ch. 7) Wash., D. C., via uhf translator station W80AB, ch. 80, Frostburg, Lavale, and Cresaptown, Md.; condition: Wasatch County Commissioners, Heber, Utah. on ch. 7 to translate programs of KCPX-TV (ch. 4) Heber, Utah: Wasatch County Commissioners, Heber, Utah, on ch. 11 to translate programs of KSL-TV (ch. 5) Salt Lake City, Utah.

Actions of May 15

■ Dayton Tv Assn., Dayton and Tongue River, Wyo., on chs. 5 and 10 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8) both Billings, Mont.; conditions; Basalt Community Tv Assn., Basalt, Colo., on ch. 9 to translate programs of KREX-Tv (ch. 5) Grand Junction, Colo.; Ashley Tv Assn., Ashley, N. D., on chs. 13 and 7 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D., and KXJB-TV (ch. 4) Valley City, N. D.; Scranton Lions Club, Scranton, N. D., on ch. 9 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D.; Clyde Community Tv, Clyde, Kan., on ch. 7 to translate programs of KHAS-TV (ch. 5), Hastings, Neb.; Star Valley Tv System Inc. Afton, Wyo. on ch. 13 to translate programs of KIFI-TV (ch. 8), Idaho Falls, Idaho; Stacey Tv Club, Volborg, Mont., on ch. 6 to translate programs of KGHL-TV (ch. 8) Billings, Mont.; F.L.C.R. Community Tv Inc., Long Creek, Ore., on chs. 11 and 9, to translate programs of KTVB (ch. 7) and KBOI-TV (ch. 2) both Boise, Idaho; conditions; F.L.C.R. Community Tv Inc., on ch. 4 to translate programs of KBOI-TV (ch. 2) Boise, via ch. 9 translator station, Long Creek, Ore.; condition; F.L.C.R. Community Tv, Inc. Long Creek, Ore. on ch. 6 to translate programs of KTVB (ch. 7) Boise, Idaho, via ch. 11 translator station, Long Creek, Ore., condition; Orchard Nebraska Commercial Club, on ch. 8 Orchard, Neb., to translate programs of KTIV-TV (ch. 4) Sioux City, Iowa; condition; Aguilar Tv Club, Aguilar, Colo., on chs. 9, 2, and 7 to translate programs of KRDO-TV (ch. 13) Colorado Springs, KOA-TV (ch. 4) Denver, and KKTV (ch. 11) Colorado Springs, all Colo.; Gillette Tv Assn., Gillette, Wyo., on ch. 13 to translate programs of KOTA (ch. 3) Rapid City, S. D.; Upper Green River Tv System, Big Piney, Wyo., on ch. 12 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; Troy Non Profit Tv Assn., Troy, Mont. on chs. 8 and 10 to translate programs of KXLY-TV (ch. 4) and KREM-TV (ch. 2), both Spokane, Wash.; Duncan Valley Tv Assn. Duncan, Ariz., on ch. 2 to translate programs of KGUN-TV (ch. 9) Tucson, Ariz.; Moorcroft Community Tv Inc., Moorcroft, Wyo., on ch. 11 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.; Art Hibbs, Westcliffe, Colo. on ch. 7 to translate programs of KKTV (ch. 11) Colorado Springs, Colo.; Town of Holyoke, Colo., Holyoke, Colo., on ch. 12 to translate programs of KNOP (ch. 2) North Platte, Neb.; Frying Pan Tv Assn., Upper Frying Pan River area, Colo., on ch. 3 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; Sierra Grande Tv Inc., Des Moines, N. M., on ch. 8 to translate programs of KGNC-TV (ch. 4) Amarillo, Tex.; Hettinger Tv Assn., Hettinger, N. D., on ch. 10 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D.; Wasatch County Commissioners, Heber, Utah, on ch. 13 to translate programs of KUED-TV (ch. 7) Salt Lake City, Utah.

KLYQ Hamilton, Mont.—Granted change of remote control authority.

License renewals

■ Following stations were granted renewal of license, Chmn. Minow not participating: KBOK Malvern, Ark.; KCLA Pine Bluff, Ark.; KDRS Paragould, Ark.; KLRA Little Rock, Ark.; KRLW Walnut Ridge, Ark.; KWYN Wynne, Ark.; KXJK Forrest City, Ark.; KXRJ Russellville, Ark.; WELO Tupelo, Miss.; WNAU New Albany, Miss.; WOKK Meridian, Miss.; WQIC Meridian, Miss.; WVIM Vicksburg, Miss.; WSGC Elberton, Ga.; WLOD Pompano Beach, Fla.; WTOE Spruce Pine, N. C.; WDUN-FM Gainesville, Ga.; WBIE-AM-FM Marietta, Ga.; WTOC-AM-FM-TV Savannah, Ga.; WTMA Charleston, S. C.; WWNC Asheville, N. C.; WBT Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.

Following stations were granted renewal of license: KARK-AM-TV; KTHV (TV); KTHS, all Little Rock, Ark.

Petitions for rulemaking

Committee for Competitive Television—Requests deintermixture of other areas where similar and comparable conditions exist to those considered, in order that more parts of nation may benefit from establishment and profitable operation of multitude of tv services. Petitioner notes that comparable conditions can be found involving following communities which can be made all-uhf: Montgomery, Ala.; Hartford, Conn.; Champaign-Urbana, Ill.; Evansville, Ind.; Binghamton, N. Y.; Erie, Pa.; Lancaster-Harrisburg-York-Lebanon, Pa.; Columbia, S. C.; and Madison, Wis. Other intermixed areas, in which uhf conversion is not substantial, should be deintermixed to vhf-only. Ann. May 5.

Voice of Dixie Inc. Birmingham, Alabama—Requests amendment of rules so as to allocate ch. 3 to Birmingham, Ala. Ann. May 5.

advertising speaks for itself

Created by Bozell & Jacobs, Inc.

This threat on your street threatens us all. Any fall-off in the demand for your goods and services hits our entire economy. It hurts employment . . . spending power . . . and the tax money for the massive business of local and national administration. It hurts the incentive of the coming generation who will need to find opportunity in our private enterprise system. The Advertising Federation of America and the Advertising Association of the West recognize the responsibility of advertising – the mass-selling tool – to prevent threats of business decay like this from happening on any American street. AFA-AAW's 180 advertising clubs conduct clinics to make that selling-tool more effective; they fight false advertising so your honest ads may reach a public who trusts you; they speak for the principles of advertising in small towns and in every U.S. city, including Washington, D. C. Join AFA-AAW. Help in their work of helping you.

PREPARED BY
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK
FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.

OUR RESPECTS to Maurie Webster, CBS Radio vice president

He's worked every side of the radio street

To Maurie Webster, CBS Radio vice president and general manager of CBS Radio Spot Sales, radio is more than a means of making a living. To him it's an "exciting challenge," a vital communications force for the future, and a medium that is in the afternoon glow of its popularity.

This is no uninformed opinion. For during the course of a 29-year career, that began when he was 16, Mr. Webster has worked every side of the radio street—as a performer, creator, engineer (during strikes), researcher, publicity man, salesman and administrator.

An easygoing, lean man, who has a way of shrugging off pressure with an engaging smile, Mr. Webster was appointed to his present position on March 27 of this year, after almost three years as general manager of KCBS-AM-FM, the CBS owned and operated outlets in San Francisco.

"Radio has passed through its toughest period," Mr. Webster feels, "and it can only show improvement from now on. How fast and how much it improves is up to the people running it."

More Than Music ▪ He does not see radio as a "free music service" or a "big juke box," but rather as an outlet for live informational and idea programs. "This type of programming will mark the profile of radio tomorrow," Mr. Webster contends, "because this is where the medium has tremendous strength."

Deviation from usual music and news formats has gained for radio increasing acceptance by advertisers, he points out.

"More and more advertisers are saying, 'Why aren't we in spot radio?' and it has been a long time since anyone has said that," Mr. Webster notes.

Although the CBS Radio Spot Sales client list is a modest one in numbers (11 big market stations, including the seven owned and operated by CBS), Mr. Webster claims that his firm's position is unique because it represents only powerful network affiliates, "all geared to their individual markets." All apparently also stress the type of "modern idea programming" that Mr. Webster feels is so exciting and so important.

An Example ▪ He singles out *At Your Service,* an all-talk program which is carried every afternoon by KMOX St. Louis, as an example of how radio can lead with its best foot forward. The program is a sort of "magazine of the air," he explains, with sections devoted to news, sports, fashions, show business, and features such as listeners calling in questions to guest doctors, and well-known comics doing off-beat interviews .

He claims that it is "selling extremely well," and is bringing in good results for advertisers. But then this type of programming can't miss, he reasons, because "listening is crucial and the audience believes in the guy doing the show and will buy what he's selling."

However, it is not, he cautions, necessarily the answer to a station's prayers. It is "not a format you can lay out on a stage and adapt to local markets." He feels that each station has to work out creative programming for itself.

Maurie Webster parlayed small town friendliness and candor with big city polish and capability into a winning one-way ticket that has taken him a long way from Gibbon, Neb., where he was born on April 22, 1916. He received his early schooling at Shelton and Grand Island, Neb., continuing it in Tacoma, Wash., where his family moved when he was in the ninth grade.

He first got into radio in 1932 at the age of 16, when the First Baptist Church of Tacoma, of which he was a member, bought a program on a local station, KVI. Convinced that it would not be right for his minister to do his own introductions on the program, young Webster suggested someone for the job—a promising chap named Maurie Webster, who was subsequently hired.

The Beginning ▪ Soon afterwards the station in search of a staff announcer looked no further than the same Maurie Webster and he stayed with KVI for four years, eventually winding up as program director. It was a tenure that took him through high school and into his senior year as a liberal arts student at the College of Puget Sound in Tacoma, Wash.

CBS Radio's Webster
An 'exciting challenge'

But in 1932 he "foolishly," he now remarks, gave up college, presidency of the student body, and KVI for Southern California and an announcing job with KNX Los Angeles, which had just been purchased by CBS.

At KNX, the budding broadcaster performed as an announcer, writer, and director until July, 1941, when he joined the Navy as an ensign. During the war, Mr. Webster worked for two years as a cable and radio censor, headed the Dept. of Technical Radio Instruction at the Navy's Communications School at Harvard, and for the last six months of his service career, was in charge of all instruction throughout the school. He was separated from the Navy with rank of lieutenant commander and now is a captain in the reserve.

Post-War ▪ In 1946 he went back to KNX where he was named assistant production manager for the station and also for the CBS Radio Pacific Network. From that time to the present it has been a steady progression up the CBS chain of command for Mr. Webster. He served as executive assistant in the program department of KNX-CRPN, as director of operations, and finally was appointed sales manager for both the Los Angeles station and regional network in 1957. San Francisco and general managership of KCBS followed one year later.

He is married to Judith Russell, a native of Los Angeles and a former stage actress and dancer, whose off-stage and maiden name is Thelma Plairs. They have two children, Scott, 20, and Susan, 18.

Mr. Webster is an ardent do-it-yourself hobbyist. Included among the things he likes doing himself are plumbing, radio kit building, electric wiring, photography and gardening. He is expert enough at some of these tasks to have conducted a do-it-yourself program on KNX.

His proudest accomplishments: doing the first live broadcast on a national network of an Olympic ski tryout from Mt. Rainier on KVI in 1934, and getting his picture in BROADCASTING in 1937, when he was 21, as one of the three youngest announcers on any radio network.

How about giving tv a chance?

FROM time to time during the past few months we have reported in these pages the network television program schedules that will be seen on the air this fall—as they were being prepared by the networks.

Two weeks ago in these pages we described what the schedules ought not to look like—in the opinion and words of FCC Chairman Newton N. Minow.

On other pages in this issue we report in some detail how network television ought to be programmed—in the opinion of several advertising agency experts.

The conclusion most glaringly evident in a study of these three viewpoints is that everybody has his own ideas. This is understandable and applies as much to viewers as to pros. But it is clear that *somebody* has to do the programming. Who?

First let us say that in reviewing the hypothetical schedules prepared by the agency experts we think it significant that, for all their differences as to scheduling and, to some extent, in program content, the substance of what they propose coincides to a considerable extent with what is available now. They were asked to prepare an ideal schedule—but to be realistic about it. They should try to satisfy the public, the advertisers, the networks and Mr. Minow at the same time. To a great extent what they came up with was a composite of the types of programming they considered the "best" that is currently offered on all three networks. Thus what they consider "ideal" is, to that extent, what any viewer in a three-channel market can get now by tuning around.

We find a number of attractive suggestions for "new" programs or greater emphasis on existing types. We are especially intrigued by some of their ideas for the handling of news, most especially by Kenyon & Eckhardt's proposal for a weekly hour devoted to review and analysis of the past week's events. In combination with the nightly half-hour news show envisioned in a trial balloon sent up by CBS News a few weeks ago, we think this may represent—if it is practicable—the most constructive suggestion yet advanced in the search for "better" tv news coverage.

The attractive ideas offered by the agencies underscore the need for television to overlook no bets in its search for ways to "improve" television. But the mere fact that people have "good" ideas—by whatever standards of goodness you want to use—should not encourage the thought that those people should be put in charge of programming. We asked the agency people to prepare the hypothetical schedules we've been talking about, and so we hope it will not be ungracious to suggest that this applies to agencies and advertisers as much as to anybody else.

The networks must be responsible for network programming; the stations, for station programming. Neither can abdicate his responsibility to anybody else.

Mr. Minow's position—which is to say the government's position—on the question of responsibility is contradictory. His statement that he is against censorship would be more meaningful if he had stopped there. But that was as much his starting point as his stopping point, bounded on both sides by denunciation of—and threats of reprisals against—what he called the "vast wasteland" of television programming. We contend that Mr. Minow either intends to shape programming according to what he thinks the public ought to have, or he has seriously and cynically overstated his intentions.

We would remind the critics, including Mr. Minow, that progress does not come overnight in television any more than it does in newspapers or in the development of a lawyer or the education of an FCC chairman. Viewers can no more be forced to watch "uplifting" programs than a newspaper subscriber can be forced to read Walter Lippmann.

To the extent that people are dissatisfied with television "quality," it is because television has given them something—not because television has given them nothing. Yesterday television gave people something they never had before. Today it gives them a little more—and whets their appetites again. The more it gives them, the more it enables them to want—and then the more it gives them again in response. But people's tastes must be led, not pushed. This is the history of television programming to date. It is far from perfect, but it is moving forward. This is the historic way of evolution. Neither Mr. Minow nor anybody else can repeal this natural law or say that television, and only television, is exempt from it.

It is understandable that some people are impatient with the progress that television has made.

The more Broadway plays a theatre-goer sees, the sharper his faculties of theatrical criticism become. The more books a reader reads, the less willing he is to accept uncritically everything he reads that is presented on printed folios. The higher grade a student attains, the less fascinated he is by the rudimentary prose of I-see-the-dog.-The-dog's-name-is-Spot.

If there is a deficiency in contemporary television programming, it arises from an unawareness of the analogies described above. It is entirely possible that the elevating effects of television have been underestimated by everyone—most of all by the critics of television. We would be willing to bet that if a *Studio One* production of eight years ago were replayed today under a different name, it would receive unfavorable notices.

In a sense television should count it a mark of progress that a wave, or ripple, or whatever it is, of criticism is rising now. If television did not matter, if it had not become the predominant communications medium, the reaction to its offerings would be no more intense than that which is aroused by a short story in the *Saturday Evening Post* or a piece of reporting in *Time*.

In one form or another the theatre has been in existence for at least 3,000 years and printed publications for some 500. Television has been around for about a decade. It is hard to believe that in that time it could be expected to reach the full flowering of maturity.

Drawn for BROADCASTING by Sid Hix

"Was that one of the westerns they changed to an hour show, or did it just seem like it?"

Atlanta's wsb-tv receives new honors for public service

WSB-TV is proud of these recent awards for public service:
Ohio State's first place award for regional public affairs;
Sigma Delta Chi, Atlanta, green eyeshade–1st honorable mention;
Georgia Associated Press Broadcasters, two superior citations;
National Safety Council, public service award...These awards
renew WSB-TV's determination to operate in the public interest!

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.